


## SALES ANALYSIS: A language use exercise

The ability to analyse and interpret data is a crucial skill to be acquired by all would-be managers. The tasks below should give you a good practice.



### Compare with Last Month by Categories

| Category Name  | Current Month |                     | Last Month   |                     |
|----------------|---------------|---------------------|--------------|---------------------|
|                | Quantity      | Amount              | Quantity     | Amount              |
| Beverages      | 925           | \$27,761.58         | 834          | \$34,599.15         |
| Condiments     | 378           | \$10,773.27         | 289          | \$6,293.97          |
| Confections    | 880           | \$22,877.18         | 475          | \$10,074.09         |
| Dairy Products | 581           | \$13,685.33         | 506          | \$11,454.50         |
| Grains/Cereals | 189           | \$3,325.40          | 219          | \$4,060.01          |
| Meat/Poultry   | 92            | \$4,083.66          | 344          | \$23,334.05         |
| Produce        | 351           | \$13,031.20         | 37           | \$1,172.80          |
| Seafood        | 669           | \$9,316.55          | 584          | \$12,531.12         |
| <b>Total</b>   | <b>4,065</b>  | <b>\$104,854.15</b> | <b>3,288</b> | <b>\$103,519.69</b> |

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Source: [http://www.ljzsoft.com/pptreport/sample/monthly\\_sales\\_report6.gif](http://www.ljzsoft.com/pptreport/sample/monthly_sales_report6.gif)

### ACTIVITY ONE:

**Task A.** Take a close look at the table above showing sales reports for a two month period and decide if the sentences below are TRUE (T) or FALSE (F).

1. Overall sales increased significantly over the previous month. ....
2. Sales grew by 25% when compared to last month. ....
3. Sales in all sectors improved in the current month under analysis. ....
4. There was a significant increase in total sales over the previous month. ....
5. There was a growth of 25% in sales compared to last month. ....

**Task B.** Write 5 other sentences to describe the sales data in the table above.

### ACTIVITY TWO:

The sentences in task “a” use specific forms of reporting. Sentences 1-3 use verb forms. e.g., Sales increased + (how?); sales grew by + (what); sales improved + (when).

You can also show periods or volumes, e.g., Sales increased from ..... to .....

Sentences 4 and 5, both use Noun forms.

e.g., There was a significant increase in + (what?); There was a growth of +(what?) in +(what).

Sentences 4 and 5 are transformed forms of sentences 1 and 2.

Example:

Graduate unemployment rose gradually from 2008 to 2012 in Podkarpacie province.

There was a gradual rise in graduate unemployment from 2008 to 2012.

**TASK C:** Practice

Re-write your sentences from task “B” following the example above.

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