Results in Retail

EAE Learning objectives for this lesson

Learn how to to talk about figures and present findings in English.

Activity One : **Discussion**

1. Do you ever have to present data to other coworkers or superiors?
2. What advice can you give for presenting complicated facts and figures?

Activity Two: **Matching**

Can you match these terms to their definitions?

Line graph	Variation in results
Key Performance Indicators	A prolonged decrease
A plummet	A computer program used to organize, analyzes, and store data in a tabular form
Fluctuations	A circular statistical graphic
Pie chart	A pattern that reoccurs
A peak	A sharp drop or fall
Bar graph	A measure that helps you understand if you are reaching your goals
A trend	The highest or most important point
A slump	a state of little or no change following a period of activity or progress.
A spreadsheet	A chart that displays information with a series of points connected by line segments
A plateau	A chart which uses rectangles to represent values

Activity Three: Useful vocabulary:

Explaining graphs:

- As you can see from this graph…
- Let me draw your attention to….
- These figures refer to….
- Here we can compare… to ….
- This chart represents….

Commenting on Increase:

- a slight/constant/marked/ substantial/increase In…
- an increase of about/roughly/ approximately/in

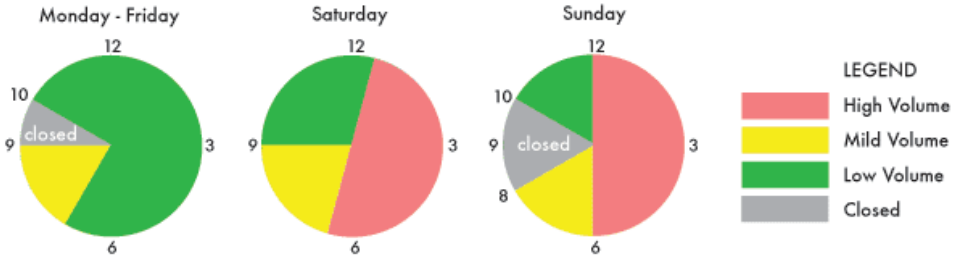
- a little over/above what we predicted
- the recovery/upturn began in (month)
- an overall increase in ...
- an upward trend in the demand for ...
- sales reached record levels / reached a peak in (month)
- a strong surge in the sales of ...
- by (month), the figure had risen to ...
- we predict that sales will soar in the coming year / over the next ... months

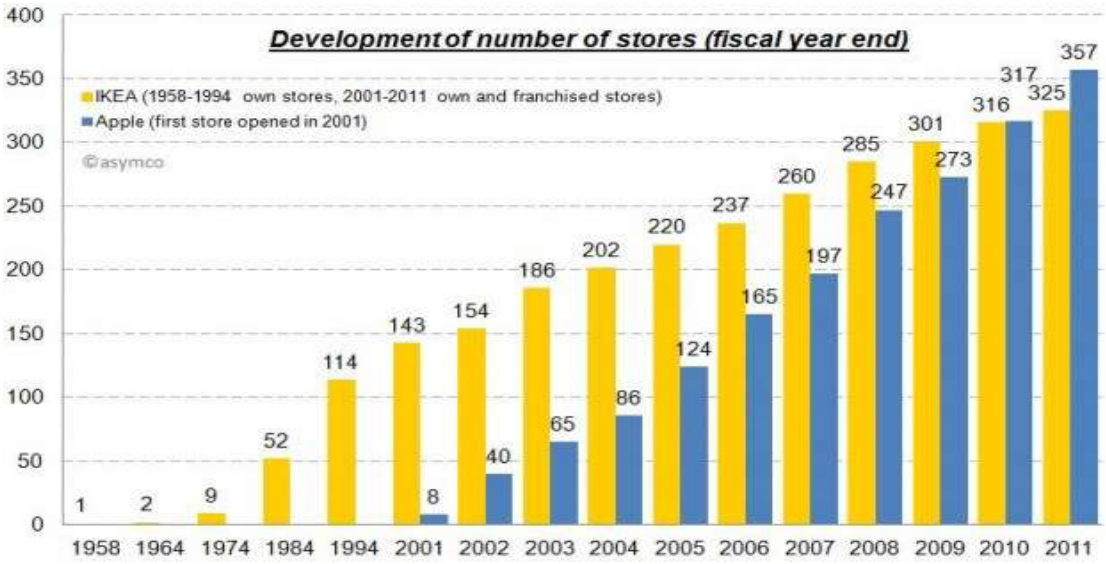
Commenting on Decrease

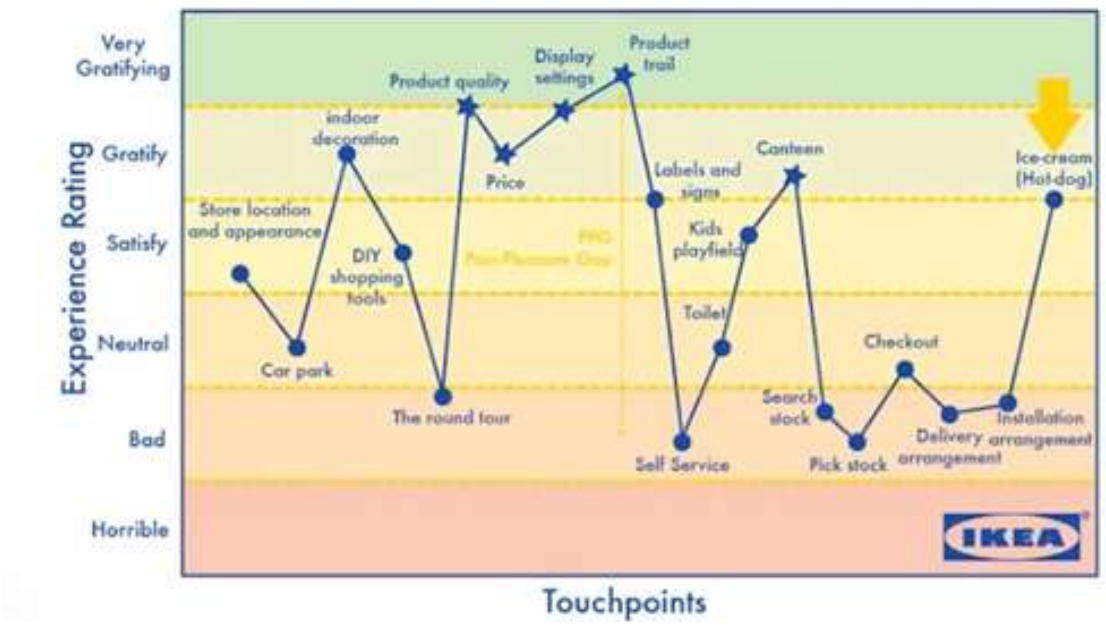
- just under our target
- way/well below our expectations
- a slight / notable / significant decrease in ...
- the downturn began in (month)
- the situation began to deteriorate in (month)
- the number has continued to fall
- We can see a plummet here…
- You can notice a slump here...
- Commenting on Fluctuations
- a slow start developed into steady progress in sales
- an initial upward trend was followed by ...
- we note slight fluctuations through the year
- normal seasonal variations are the cause of occasional downward trends
- sales have been irregular
- the level / the rate has been unstable since ...
- you will note a certain instability in the rate of ..

Activity Four: Explaining figures

Use the vocabulary from activity 3 to describe these graphs. Try to use varied words to present the data.







Activity Five: Quantifiers

Quantifiers are used when want to give information about the number of something. The type of quantifier we use depends on whether the noun is COUNTABLE or UNCOUNTABLE.



For example:

I have seven dollars – countable

I have so much money- uncountable

I have so many bottles of water- countable

I have a little water left in the bottle – uncountable (we can't say there are 7 waters left in the bottle).

COUNTABLE	UNCOUNTABLE
The whole	X
Every	X
Too many	Too much
So many	So much
Fewer (than)	Less (than)
Some	Some
Several	X
A few	A little
Few	Little
A lot of	A lot of



What is the difference between Few and A few?

Few people like Donald Trump.

A few people like Donald Trump.

Some/Any/No

- (+) There are some snacks in the cupboard. Someone told me there was cake.
- (for a question we use some if we expect a positive answer or to be polite)
- (?) Are there some snacks in the cupboard?
- (?) Are there any snacks left?
- (-) No, there aren't any snacks left/ No, there are no snacks left
- (+) Anyone who know works at Ikea should know about the Ikea values

Activity Six: Test your skills

Fill in the blank with the correct quantifiers. Some questions may have multiple correct answers.

1. I didn't realize how _____ redecorating a kitchen cost!
2. Are there _____ people interested in the conference?
3. There are _____ copies of the contract in the file cabinet.
4. _____ people truly understand how complex data analysis is.
5. Is there _____ coffee left?
6. No, there _____ coffee left.
7. How _____countries are participating in this years competition?
8. I found _____ sand in my house after I went to the beach!
9. Do you have _____ information about about the new catalogue?
10. There is so _____ information to think about when it comes to buying a house, I don't know where to start!



Activity Seven: Listening Comprehension

Watch this video about a business presentation and test your comprehension with the following questions: TED TALK How statistics can be misleading

https://www.youtube.com/watch?v=sxYrzzy3cq8

1. According to the video, why do people, organizations and countries use statistics and organized data for their most important decisions?
2. What was the survival rate of people in poor health at hospital B?
3. What is the survival rate of healthy people in hospital B?
4. What is Simpson's Paradox?
5. What is a conditional variable also known as?
6. What was the conditional variable in the prison example?
7. How do we avoid the paradox?

Activity Eight: Role-play

1. Your company's profits have plummeted during the last three months. Explain the numbers and come up with potential reasons to explain the change.
2. Your company's profits are through the roof! Compare last year's data to today's and give reasons for the increase in profit.
3. Your company's productivity has been fluctuating ever since the new CEO has taken over. Explain why.

Activity Nine: Your English Journey

Explain your journey in English using the vocabulary you have learned. Do you feel like it on the rise? Was there ever a plummet? Are you on target? Have you reached a plateau? Etc….

