

A stack of gold coins is positioned on the right side of the image, with the top coin in sharp focus and the others blurred. The background is a solid blue color.

BUSINESS ANALYTICS

ANALYZE NYSE DATA

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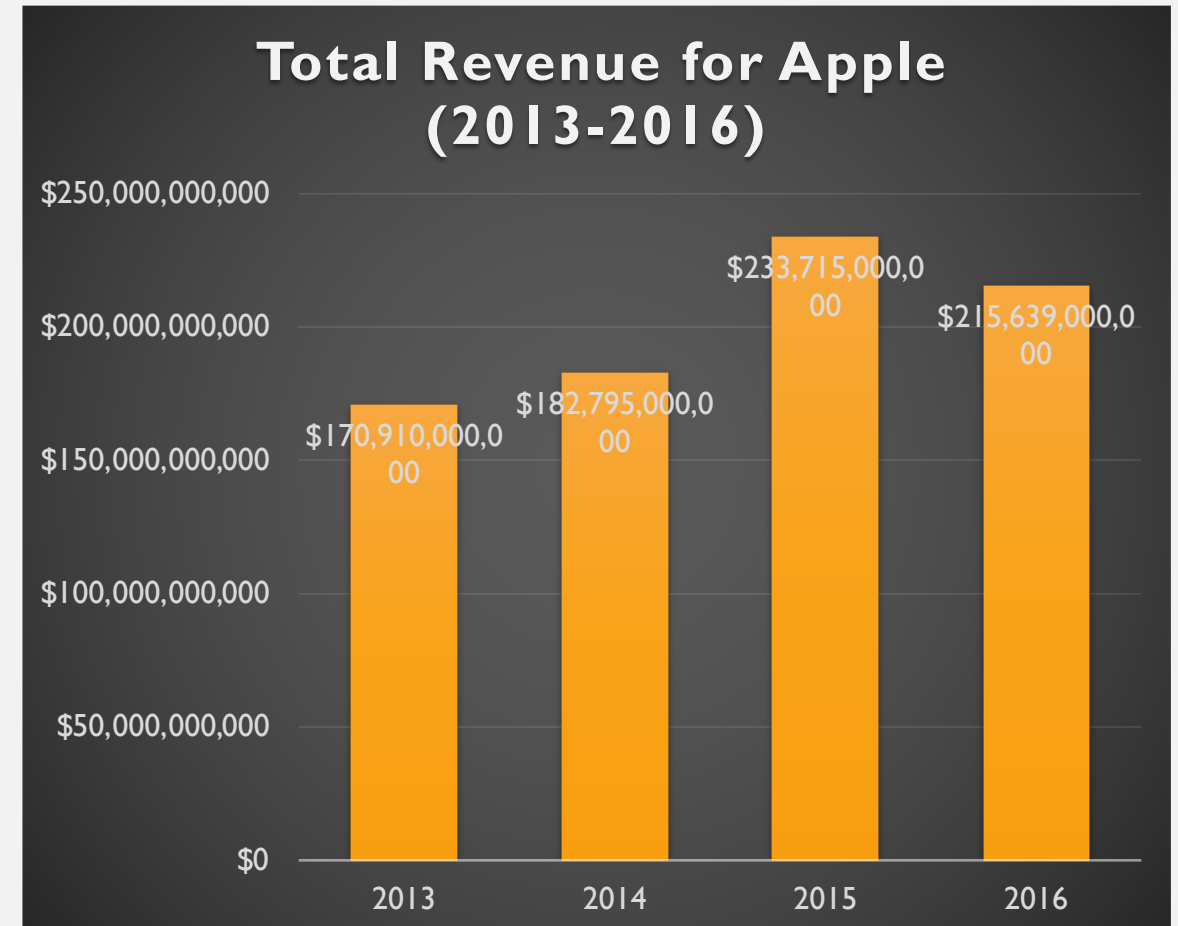
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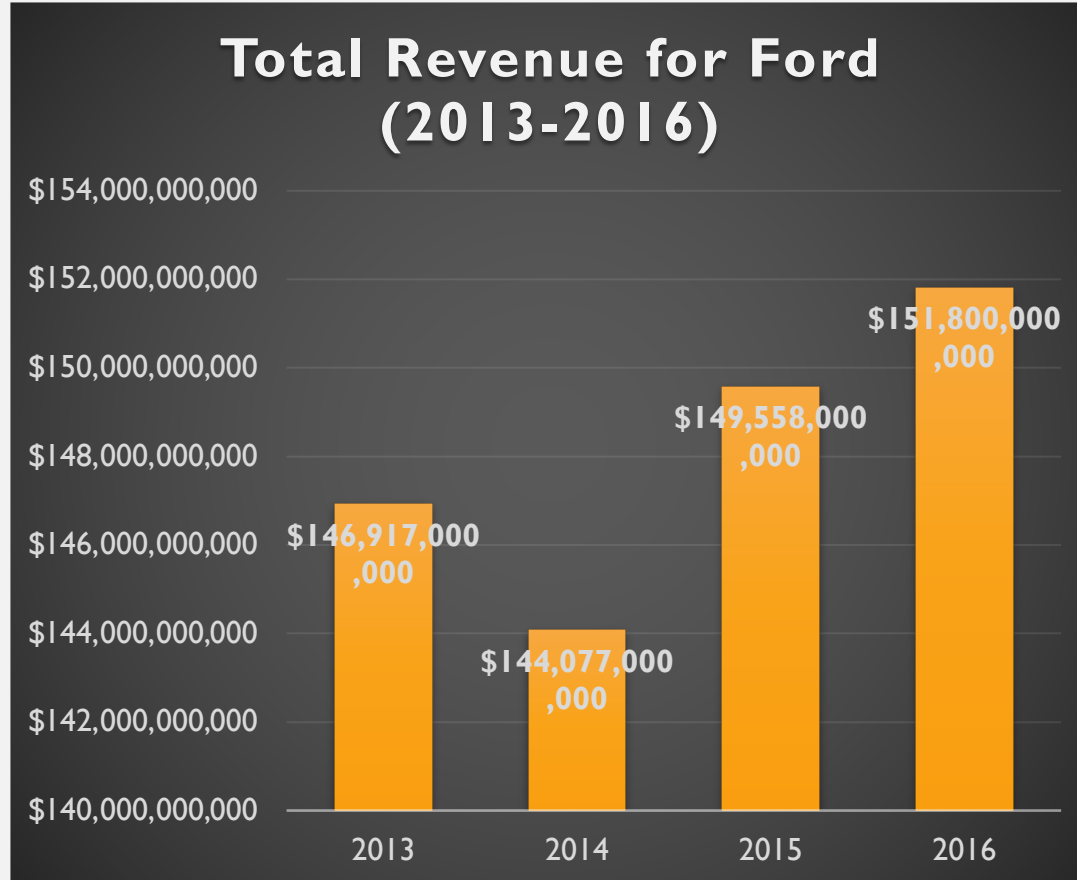


APPLE'S TOTAL REVENUE

- ❖ It can be seen in 2015 that Apple generated its highest revenue (\$233,715,000,000).
- ❖ In contrast, in 2013 Apple generated its lowest revenue as seen in the bar chart (\$170,910,000,000).
- ❖ The bar chart indicates that Apple's total revenue is right skewed.



FORD'S TOTAL REVENUE

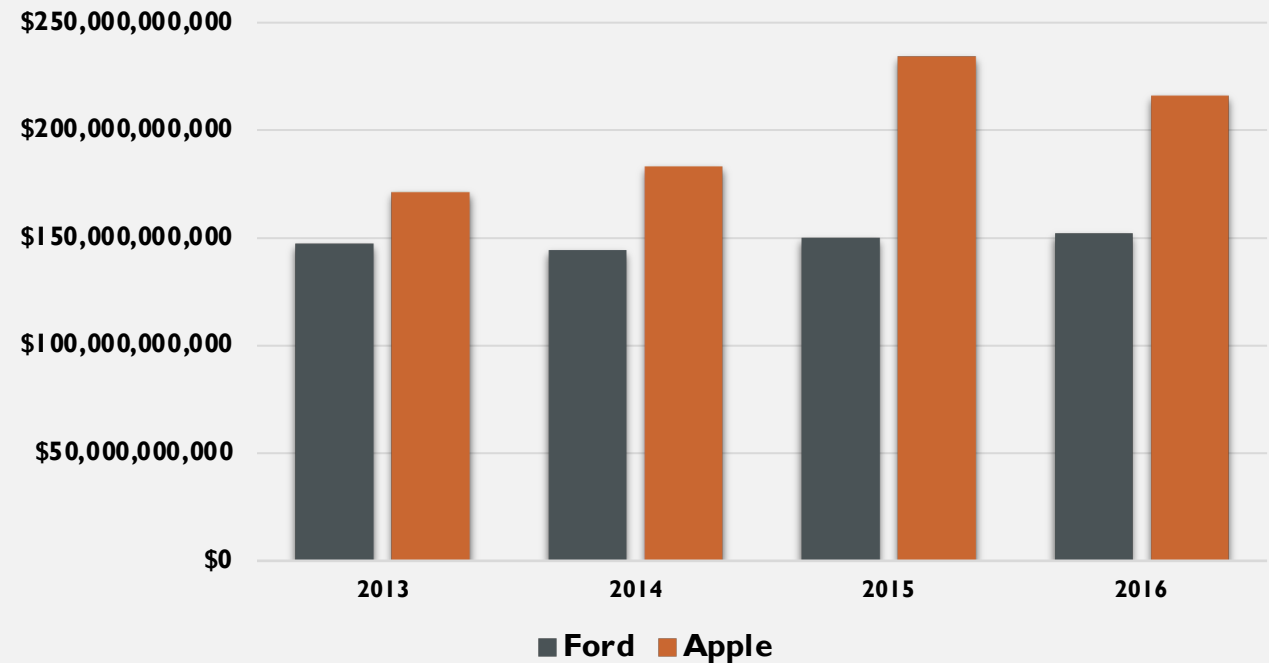


- ❖ It can be observed from the bar chart that Ford generated its highest revenue in 2016 (151,800,000,000).
- ❖ While Ford recorded its lowest revenue between the years in 2014 (144,077,000,000).
- ❖ The bar chart indicate that Ford's total revenue is right skewed.

WHAT COMPANY GENERATED MORE REVENUE BETWEEN FORD AND APPLE FROM 2013 TO 2016?

- ❖ It is evident in the bar chart that Apple (\$803,059,000,000) generated a higher revenue than Ford (\$592,352,000,000) between 2013 to 2016.
- ❖ It can also be seen in the table below the graph that the mean total revenue for Apple (\$200,764,750,000) was higher compared to mean total revenue for Ford (\$148,088,000,000). This indicates, Apple spends generates 200 billion in revenue on an average.
- ❖ In addition, the median both companies shows that Apple (\$199,217,000,000) has a higher median than Ford (\$148,237,500,000).
- ❖ It can also be seen that Apple has a very much higher range (\$62 billion) than Ford (\$7 billion), this indicates that Apple's total revenue fluctuates (increase or decrease) more than ford's total revenue, which has had a little difference from 2013 to 2016 resulting in a smaller range.
- ❖ The table also indicates that Apple has a higher standard deviation than Ford .
- ❖ The standard deviation Apple is \$28.9 billion, this means on average, Apple's total revenue from 2013 to 2016 deviates from the mean (\$200 billion). The standard deviation for Ford is \$3 billion, this indicates that on average, Ford's total revenue (2013 to 2016) deviates from the mean (\$148 billion).
- ❖ In conclusion, This means, the variability for apple's revenue is higher than ford.

Ford vs Apple Total Revenue Comparison (2013-2016)



Summary Statistics for Apple and Ford (Total Revenue)

	Ford		Apple
Mean	\$148,088,000,000	Mean	\$200,764,750,000
Median	\$148,237,500,000	Median	\$199,217,000,000
Standard Deviation	\$3,336,625,341	Standard Deviation	\$28,989,540,072
Kurtosis	-1.26	Kurtosis	-3.46
Skewness	-0.21	Skewness	0.18
Range	\$7,723,000,000	Range	\$62,805,000,000



THANK YOU