

Bar chart

Number of computers sold by two different shops

Bar charts don't always show time.

First, make a very general comparison, **overview** Second, compare specific number, **details**

Question

The chart below shows global sales of the top five mobile phone brands between 2009 and 2013

Introduction - paraphrase the question

The bar chart compares the number of mobile phones sold worldwide by the five most popular manufacturers.

Introduction - paraphrase the question

The chart below shows global sales of the top five mobile phone brands between 2009 and 2013.

The bar chart compares the number of mobile phones sold worldwide by the five most popular manufacturers in the years 2009, 2011 and 2013.

Overview - 2 sentences, 2 main points

highest figure number first increasing number

It is clear that Nokia sold **the most** mobile phones between 2009 and 2011, but Samsung became **the best selling** brand in 2013. Samsung and Apple **saw the biggest rises** in sales over the 5 year period.

Details - comparisons

with items is to group together the items start with the first year what happen for next x years

IN 2009, *Nokia* sold close to 450 million mobile phones, which was **almost double** the number of handsets sold by the **second most successful** manufacturer, *Samsung*. **Over the following four years**, however,

Nokia's **sales figures fell** by **approximately** 200 million units, **whereas** Samsung *saw sales rise* by **a similar amount**. By 2013, Samsung **had become the market leader** with sales reaching 450 million units.

Details comparisons

The other three top selling mobile phone brands between 2009 and 2013 were *LG, ZTE and Apple*. In 2009, **these companies sold** around 125 million, 50 million and 25 million mobile handsets **respectively**, but Apple **overtook the other two** vendors in 2011. In 2013, **purchases of** Apple handsets **reached** 150 million units, **while** LG **saw declining sales** and the figures for ZTE **rose only slightly**.

Vocabulary

- sold worldwide
- sales figures, purchases
- most popular, best selling brand, top selling
- second most successful manufacturer
- market leader
- mobile phones, handsets, units
- brands, manufacturers, companies, vendors
- saw the biggest rises, saw declining sales
- close to, almost, approximately, around
- double the number
- rise by a similar amount
- respectively 分别的
 - correspondingly 相应的
- overtook the other two companies