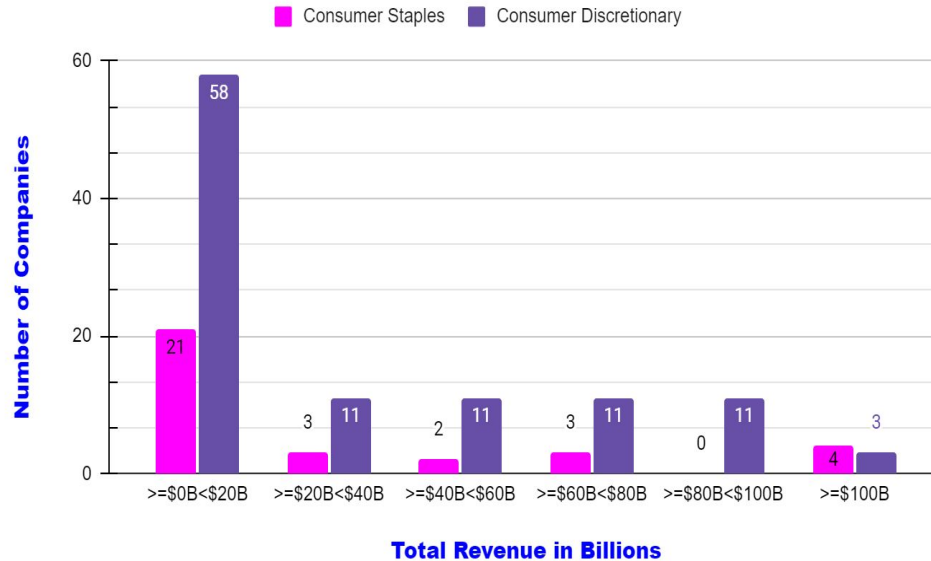


# How does the Total Revenue for Consumer Staple compare with that of Consumer Discretionary in Year 4?

## Total Revenue Year 4: Consumer Staples vs Consumer Discretionary



The average Total Revenue for Consumer Staples in Year 4 is \$44.2B whereas that for Consumer Discretionary is \$20.1B. However, the median Total Revenue for Consumer Staples is \$13.5B whereas that for Consumer Discretionary is \$10.2B. This indicates that there maybe outliers in both sectors which are pulling their average COGS higher. An indicator of these outliers lies in their Range of Total Revenue: \$482.0B for Consumer Staples, which is almost triple that of Discretionary (with 4 companies over \$100B), and \$164.9B for Consumer Discretionary (with 3 companies over \$100B).

When we look at the chart, we see that 75% of all Consumer Discretionary companies have Total Revenue less than \$17.3B whereas 25% of Consumer Staples companies have Total Revenue higher than \$44.3B. The Consumer Discretionary company with the highest Total Revenue (GM, \$166.4B) has a Total Revenue \$156B more than the median in the Consumer Discretionary sector.

Unlike Consumer Staples the distribution of Total Revenue for Consumer Discretionary is more closely clustered as seen by their Standard Deviations. The standard deviation of Consumer Discretionary being \$31B while that for Consumer Staples being \$88.2B. Overall we can say that on average Consumer Staples companies have a higher Total Revenue than Consumer Discretionary companies based on their medians.