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Hello and welcome to your English for Academic Purposes tutorial.

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Today’s topic is: Describing Data and Trends — a key academic skill.

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You’ll often use this when writing reports or giving presentations.

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Let’s start with some essential vocabulary for describing data.

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Words like increase, decrease, fluctuate, peak, plateau.

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Also, sharp and gradual — to describe speed or intensity.

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You’ll use terms like graph, table, chart, and percentage.

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For example: “The number of applicants increased sharply in 2022.”

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Now let’s talk about grammar for trend descriptions.

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Use the past simple for completed events: “Sales dropped in 2020.”

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Use the present perfect for trends that continue: “Sales have increased since 2020.”

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Use comparative phrases like: “more than,” “less than,” “as much as.”

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Example: “Online enrolments were three times higher than classroom enrolments.”

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Now for a cultural note — academic English values accuracy and objectivity.

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Describe only what the data shows. Don’t guess or assume.

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Instead of saying “The drop was probably due to poor marketing,” say:

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“There was a 20% drop in sales between March and June.”

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Here’s a quick challenge: describe this sample chart in 2–3 sentences.

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Use the words you’ve learned — like peak, increase, plateau.

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To sum up: good data descriptions are clear, concise, and based on evidence.

21  
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Thanks for watching. Up next: an interactive quiz to test your skills!