**DATA ANALYSIS AND INTERPRETATION**

Sample: 75 Respondents

Data collections method: Questionnaires

**QUESTIONNAIRES**

**PERSONAL DETAILS:**

Gender

Male Female

**Research Questions:**

1.New advertisement strategy has increased sales

Strongly agree Agree Neutral

Disagree Strongly Disagree

**Percentage analysis:**

Percentage=no.of respondents\ Total no. of respondents\*100

**Table 6.1**

**Gender**

|  |  |  |
| --- | --- | --- |
| **Gender** | **No. of respondents** | **Percentage** |
| Male | 40 | 53.33 |
| Female | 35 | 46.67 |
| **Total** | **75** | **100** |

**Chart 6.1**

**Gender**

**Table 6.2**

**New Advertisement Increased Sales**

|  |  |  |
| --- | --- | --- |
| **Parameter** | **No. of Respondents** | **Percentage** |
| Strongly Agree | 35 | 46.67 |
| Agree | 18 | 24 |
| Neutral | 10 | 13.33 |
| Disagree | 5 | 6.67 |
| Strongly Disagree | 7 | 9.33 |
| **Total** | **75** | **100** |

**Chart 6.2**

**New Advertisement Increased Sales**

**Trend Analysis**

Trend Percentage=Current year amount/Base year Amount\*100

**Table 6.3**

**Trend on Sales**

|  |  |  |
| --- | --- | --- |
| **Year** | **Sales Rs.** | **Trend Ratio (percentage)** |
| 2015 | 25000 | 100 |
| 2016 | 30000 | 120 |
| 2017 | 20000 | 80 |
| 2018 | 40000 | 160 |
| 2019 | 27000 | 108 |

**Chart 6.3**

**Trend on sales**