**Business Analysis**

**Reasoning for Jenny's Beauty Parlor**

Jenny made the wrong decision in shifting to another location\_3 and business is going down.

Arguments that support this reasoning

1. Lower volume of business
2. Data is accumulated over an entire year
   * This takes into consider the various seasons

Arguments that refute this reasoning

1. Though the volume of customers has reduced, if service prices have gone up, then Jenny could still be making a considerable profit.
2. The year in the new location\_3 maybe 2020 i.e., Covid-19 Global Pandemic

* This would affect the business irrespective of location as customers would be in lockdown.

1. Different location might have resulted in different employees.

The service might have been affected

* This might result in bad feedback causing business to go down

**Reasoning for Ronnie’s Auto Repair Shop**

Ronnie made the right decision in getting the location\_1 and business is success.

Arguments that support this reasoning

1. Ability to open a big shop in another location\_2.

Arguments that refute this reasoning

1. location\_1 is not doing good, which required Ronnie to open a business in a new location\_2 to help profits.
2. Insufficient data to prove that location\_1 is a confirmed success

* since business has been open only for 4 months
* no comparison points to previous year

**Data Points that can help both business analysis**

1. Larger time window for comparison
2. Service Quality comparison
3. Service Price of comparison
4. Location / building rent – that will affect the profit amount
5. Profit percentage