

Analysing graphs and charts

1. Fill in the gaps with words from the box

graphical – features – difficult – statistics – frequency – cake – figures

Charts are _____ illustrations of figures and information which literally show different pieces of information and make it easier to understand _____ contents. There are different kinds of charts. Pie charts look like a _____ or tart. The pieces of this chart represent parts of something. The pie chart was invented by William Playfair, a Scottish engineer and economist. The bar chart is used for comparing _____ and data. It is also useful to show the _____ of something. A line graph shows a relationship between two _____ or the development of something. In general, _____ are easier to read and understand if they are presented in form of diagrams. To “read” these figures, you should note the type of chart and what its title says. Sometimes charts are accompanied by a text or info box. This information might be useful to decode and analyse the charts.

2. Line graph and bar chart: describing changes

Upwards

- to rise/increase/go up/jump by ... from ... to
- to reach a peak/maximum of ...
- to notice an upward trend
- to grow/to increase



Unchanged

- to remain/stay unchanged/stable/flat at ...
- to fluctuate between ... and ...
- to remain steady



Downwards

- to fall/decline/go down/drop/slump by ... from ... to ...
- to reach a low/minimum of .../the lowest point at ...
- to notice a downward trend
- to decrease



Say if the sentences below describe an upward, steady, or downward development. Write ↑, → or ↓ behind the sentences.

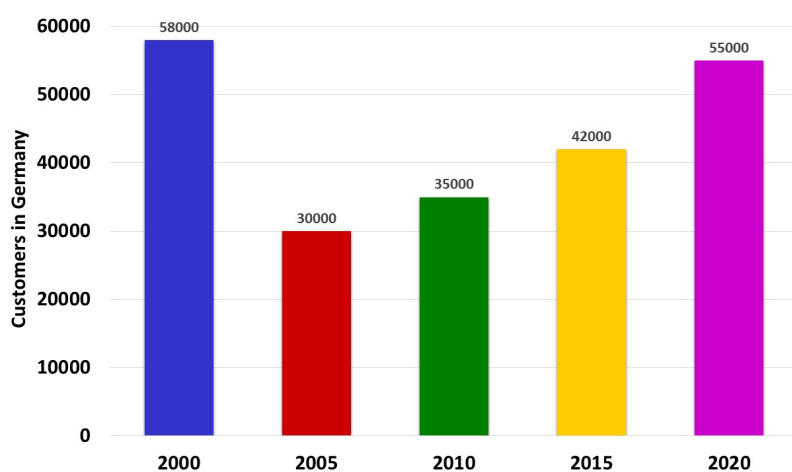
- f) Sales fluctuated between 1.3 million and 1.4 million pounds.
- g) There was a heavy decline of 40 % in May.
- h) Last month, the average price dropped by 10 % from 100 euros to 90 euros.
- i) In December, the lowest point was reached at 10 pounds.
- j) The price remained unchanged at 10 pounds.
- k) Sales reached a peak of 44,000 euros.

3. Adjectives and adverbs to describe developments

Choose the correct form – adjective or adverb.

- a. In February, sales fell (sharp/sharply).
- b. A (slight/slightly) decrease in prices had been expected.
- c. There was a (gradual/gradually) fall in turnover last year.
- d. Prices have been rising (dramatic/dramatically).
- e. The turnover fell (significant/significantly).
- f. The prices grew (steady/steadily).
- g. In the second quarter, there was a (dramatic/dramatically) decrease in sales.
- h. In July, exports rose (sharp/sharply).
- i. The (moderate/moderately) turnover was a problem.

Describe the bar chart with your own words using adjectives and adverbs.



4. Describing comparisons and shares – useful sentences

When you talk about business figures, you often need to describe comparisons, rankings, and shares. Here are some useful phrases.

Describing comparisons and rankings:

to be higher/lower/bigger/smaller/more/less expensive than ...

to be as high/low/expensive as ...

to be the biggest/lowest/most expensive of ...

to be/come first/second/last with ...

to be/follow in first/fifth/last place ...

to be followed by ...

to be at the bottom/top/of the list/table ...

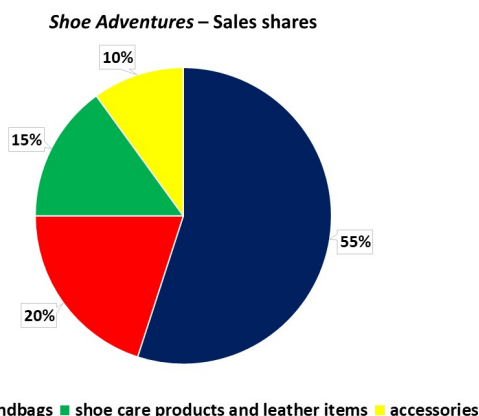
Describing shares (percentages):

to make up/to account for ...

to have a share/percentage/slice of ...

a. Match the English sentences with their German translation.

| | |
|---|--|
| 1. Petrol prices in Germany are higher than in France. | a) Handtaschen machen 15 % aus und Schuhe sind für die Hälfte des totalen Umsatzes verantwortlich. |
| 2. English cars are more expensive than German cars. | b) Die Benzinpreise sind in Deutschland höher als in Frankreich. |
| 3. This is the most expensive model of all. | c) Handschuhe haben einen Anteil von 40 %. |
| 4. Spain comes first with 50 million tourists. | d) Englische Autos sind teurer als deutsche Autos. |
| 5. Germany is at the bottom of the list with just 15 %. | e) Zuerst kommt Spanien mit 50 Millionen Touristen. |
| 6. Handbags make up 15 % and shoes account for half of the total. | f) Dies ist das teuerste Modell von allen. |
| 7. Gloves have a share of 40 %. | g) Deutschland ist mit nur 15 % das Schlusslicht der Tabelle. |



b. You are a trainee at a chain of shoe shops. For a business meeting you have to prepare a talk about the sales shares which are shown in the pie chart. Analyse the chart in your own words by completing the text down below.

Hello, my name is ... and I work at “Shoe Adventures”, a chain of shoe shops which represents the medium price segment. Our company has a wide variety of shoes for different occasions and moreover, it also offers a range of accessories.

There might be many reasons, but the most important one is that “Shoe Adventures” is a classical shoe store and therefore most products which are sold are – shoes, of course. People like to buy shoes in special stores, as they do with other kinds of things. We at “Shoe Adventures” are the best example.

5. Tenses to use when describing charts and graphs

Fill in the gaps with the correct form of the simple present or the simple past.

1. Yesterday, they _____ (introduce) the new sales figures.
2. *Shoe Adventures* _____ (be) a family-owned company.
3. They _____ (have) many shops in different cities.
4. hey _____ (sell) shoes and accessories in the medium price sector and they _____ (be) very successful.
5. Nevertheless, there _____ (be) also bad years in the past.
6. In 1999, they _____ (end up) nearly bankrupt.
7. hey _____ (employ) marketing and financial experts and _____ (stop) the crisis early enough.
8. Today, they _____ (offer) a wide range of beautiful shoes.
9. _____ they _____ (struggle) last year?
10. Well, because of Corona, the sales _____ (go up) more slowly last year and in the first half of 2021.
11. But they still _____ (have) enough customers online.
12. They are lucky! The owner and boss of this company _____ (say) "Thank you!" to all his customers on the webpage of the business.
13. The company _____ (believe) in the future after Corona.
14. _____ you _____ (like) your work placement at *Shoe Adventures* last year?
15. Lisa _____ (not like) her other work placement at *Mega Shoe* a few months before.
16. _____ you _____ (like) shoes? Yes, I _____ (do).
17. _____ she _____ (work) at *Shoe Adventures*?
18. She _____ (get) a job at *Shoe Adventures* last year.
19. Her husband _____ (not work) at *Mega Shoe*, he also _____ (work) at *Shoe Adventures*.
20. They _____ (meet) there and today they _____ (be) married.

6. Business figures – charts in the world of business and finance

The concept of data visualisation can help to assess business performance. In the area of business and management matters, graphical analysis is essential for presenting important pieces of information and for taking appropriate remedial action. Reporting and tracking targets of companies is best managed by creating charts and graphs to visualise data and comprehend statistics. They can also be used for brainstorming and visualising business ideas, like process modelling. When you brainstorm, diagrams are a good way to pull information together for the first time. In process modelling they can be used to understand a project or figures from a different point of view or to make it easier for stakeholders of a company.

Diagramme beschreiben in 6 Schritten

1. Nennen Sie zuerst die Art des Diagramms, den Titel, die Quelle sowie Erscheinungsort und -jahr, wenn möglich. Erwähnen Sie auch die Maßeinheiten und Parameter.
2. Beschreiben Sie das Diagramm detaillierter. Sie können sich zunächst Notizen machen. Je nach Art des Diagramms kann der Verlauf einer Entwicklung differenzierter beschrieben werden, Einzelwerte können verglichen sowie Gemeinsamkeiten und Unterschiede benannt werden. Beschreiben Sie den Kurvenverlauf, die Säulenverteilung und/oder die Sektorverteilung. Nennen Sie Maximal- und Minimalwerte.
3. Konzentrieren Sie sich bei der Beschreibung auf auffällige Entwicklungen, Zahlen und Werte. Wenn der Text zu umfangreich oder detailgenau wird, streichen Sie Sätze und überarbeiten Sie den Text am Ende nochmals.
4. Formulieren Sie Ihre Beobachtungen in vollständigen Sätzen.
5. Interpretieren Sie das Diagramm, das heißt, ziehen Sie Schlussfolgerungen aus dem Beschriebenen.
6. Fassen Sie die wichtigsten Ergebnisse des Diagramms in ein bis drei Sätzen zusammen. Kommentieren Sie die Ergebnisse gegebenenfalls in ein bis zwei Sätzen.

Tasks

1. Name the kind of chart and explain why this type is used here in this case.
2. Write a complete chart analysis.
3. Explain why this visualisation could be useful in a business meeting and in which ways it could be used there. Be creative with your answers.

