**Analysis:**

It is the process of breaking a complex topic or substance into smaller parts to gain a better understanding of it.

**Evaluation:**

Decides the value of something. Is the a determination of subject’s merit (useful or not), worth, good or bad, valid or invalid, etc.

In simple sense, evaluation involves some kind of value judgement, while analyzing is looking at the various components of thing to better understand them without making any kind of judgement about them.

If I analyze a painting in a museum, I look at it carefully and think about how and why the artist did their work the way they did it. I don’t pass judgment on whether the artist made the right decisions or whether the painting is a good one or not.

Typically, you need to do an analysis (understand) before you can do evaluation (decide its good or bad).

**Salvage Value:**

Salvage value is the estimated book value of an [asset](https://www.investopedia.com/terms/a/asset.asp) after [depreciation](https://www.investopedia.com/terms/d/depreciation.asp) is complete, based on what a company expects to receive in exchange for the asset at the end of its [useful life](https://www.investopedia.com/terms/u/usefullife.asp). As such, an asset’s estimated salvage value is an important component in the calculation of a depreciation schedule.

Salvage value is the estimated resale value of an [asset](https://www.accountingtools.com/articles/what-is-an-asset.html) at the end of its [useful life](https://www.accountingtools.com/articles/2017/5/11/useful-life). It is subtracted from the cost of a [fixed asset](https://www.accountingtools.com/articles/2017/5/10/fixed-asset) to determine the amount of the asset cost that will be depreciated. Thus, salvage value is used as a component of the [depreciation](https://www.accountingtools.com/articles/2017/5/15/overview-of-depreciation-depreciation-accounting) calculation.

For example, ABC Company buys an asset for $100,000, and estimates that its salvage value will be $10,000 in five years, when it plans to dispose of the asset. This means that ABC will depreciate $90,000 of the asset cost over five years, leaving $10,000 of the cost remaining at the end of that time. ABC expects to then sell the asset for $10,000, which will eliminate the asset from ABC's [accounting records](https://www.accountingtools.com/articles/2017/5/7/accounting-records).

If it is too difficult to determine a salvage value, or if the salvage value is expected to be minimal, then it is not necessary to include a salvage value in depreciation calculations. Instead, simply depreciate the entire cost of the fixed asset over its useful life.

**Marginal** is related to only one additional unit.

**Marginal Cost:**

Marginal cost is the cost added by producing one extra item of a product. For eg. Let's suppose you are manufacturing mobile phones. Marginal cost is the cost incurred to produce addition unit of mobile phone.

Marginal cost of product = Change in total production cost / Change in total quantity produced

Wherein total cost includes fixed as well as variable cost.

**Marginal cost of product will keep on reducing or decreasing as the production keep on rising until the company has to incure addition cost to products additional unit.**

For instance a company can manufacture maximum of 30000 phones in a factory. To manufacture an extra phone the company will have to buy a new factory, warehouse, workers, etc. So at this point the next unit produced will have a higher marginal cost.

**Marginal Revenue:**

Marginal revenue is similar to marginal cost. Marginal revenue is change in total revenue when an extra unit of product is sold.

Marginal revenues of product = Change in total revenue / Change in quantity produced

**MARGINAL REVENUE IS REVENUE GENERATED BY THE LAST UNIT SOLD.**

**Clerk:**

An office clerk is someone who typically works in an office doing a little bit of everything; answering phones, bookkeeping, filing, mailing, message delivery, data processing, running errands, sorting mail etc. Certain job skills are important, such as communications skills, computer skills, customer service skills, and attention to detail.

A person employed in an office or bank to keep records, accounts, and undertake other routine administrative duties

**Executive Compensation:**

**Executive compensation** or **executive pay** is composed of the [financial compensation](https://en.wikipedia.org/wiki/Salary) and other non-financial awards received by an executive from their firm for their service to the organization. It is typically a mixture of base salary, executive bonuses, shares of or company [benefits](https://en.wikipedia.org/wiki/Employee_benefit), Retirement package, rewards for performance, **Executive Perks (**These are various other perks given to executives, including the use of a private jet, travel reimbursements, and other rewards).

The **Executive Compensation** refers to the financial payment and other non-monetary rewards given to the top executives in exchange for their services to the organization.

**Executive compensation** is a very **important** issue for investors to consider when making decisions. An improperly compensated **executive** can cost shareholders money and can produce an **executive** who lacks the incentive to increase profits and boost the share price.

**Public Relation:**

**Public relations** specialists build and maintain a positive **public** image for a company or organization. They create media, from press releases to social media messages, that shape **public** opinion of the company or organization and increase awareness of its brand.

It helps in establishing and maintaining relationships with consumer, community, employee, and public interest groups by writing press releases and other media communications, responding to requests for information and press conferences, and coaching client representatives in the correct way of communicating with the public and with clients.

**Insurance:**

An arrangement by which a company or the state undertakes to provide a guarantee of compensation for specified loss, damage, illness, or death in return for payment of a specified premium. **Insurance** is a means of protection from financial loss. It is a form of risk management, primarily used to hedge against the risk of a uncertain loss.

The amount of money charged by the insurer to the policyholder for the **coverage** set forth in the **insurance** policy is called the **premium**.

**Insurance Premium:**

An insurance premium is a monthly or annual payment made to an insurance company that keeps your policy active. Health insurance, life insurance, auto insurance, disability insurance, homeowners insurance, and renters insurance all require the policyholder to pay a premium to continue receiving coverage.

**Car insurance premiums**

[Car insurance premiums](https://www.policygenius.com/auto-insurance/what-is-a-car-insurance-premium/) are incredibly variable. In addition to being determined by your age, driving history, and location, your premium can go up or down if you're involved in any car accidents or are cited for any traffic violations, like speeding.

**Property tax:**

Property tax is a tax paid on property owned by an individual or other legal entity, such as a corporation. Property tax is the annual amount paid by a land owner to the local government or the municipal corporation of his area. The property includes all tangible real estate property, his house, office building and the property he has rented to others.

**Licensing fee**

A licensing fee can be an amount of money paid by an individual or business to a government agency for the privilege of performing a certain service or engaging in a specific line of business. A form of a use tax charged by various government entities for the granting of a license to conduct an activity, such as driving a car, operating a business, hunting, or practicing certain vocations. License fees are a significant source of revenue for state and local governments.

Restaurants must obtain a liquor license and pay a liquor licensing fee to serve spirits. Hairdressers must pay a licensing fee and obtain a cosmetology license to operate their business.