



Worksheet 1: Analysis or not

For each of the following pairs of sentences, tick the box which matches the analytical sentence. Remember that analysis is about effects, consequences, or reactions.

1	Sentence 1	Sentence 2
	The business has three shops and each shop has a large inventory.	The business has three shops and the large inventory has a high cost.

Sentence 1	Sentence 2

2	Sentence 1	Sentence 2
	This led to an increase in revenue.	The revenue of the business was high.

Sentence 1	Sentence 2

3	Sentence 1	Sentence 2
	By changing the method of production, the business could produce more products.	The chosen method of production will affect how many products can be produced.

Sentence 1	Sentence 2

4	Sentence 1	Sentence 2
	Profit is the difference between sales revenue and total costs.	By reducing total costs, the business can make more profit.

Sentence 1	Sentence 2

5	Sentence 1	Sentence 2
	High income customers could lead to more sales revenue by expanding into Country Z.	The customers in Country Z have a higher income and this is why the business should expand there.

Sentence 1	Sentence 2



6	Sentence 1	Sentence 2
	This increased the profit margin.	The profit margin is calculated by profit/revenue × 100.

Sentence 1	Sentence 2

7	Sentence 1	Sentence 2
	In May, the business has a negative cash flow and this could be solved by using an external source of finance.	By choosing an external source of finance, the business could keep the cash flow positive.

Sentence 1	Sentence 2

8	Sentence 1	Sentence 2
	The purpose of effective marketing is to increase the sales of a business.	By using effective marketing, the business can increase its sales.

Sentence 1	Sentence 2