**A2 Business Studies Topic: Market Analysis, Moving Averages**

*Task1: Complete the Moving Average Sales Analysis of 4Sport Gym*

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| **Month** | **Sales (£000s)** | **Calculation** | **3 month Moving Average** |
| January | 24 |  |  |
| February | 27 | (24+27+29) / 3 | 26.6 |
| March | 29 | (27+29+29) / 3 | 28.3 |
| April | 29 |  |  |
| May | 32 |  |  |
| June | 27 |  |  |
| July | 31 |  |  |
| August | 32 |  |  |
| September | 34 |  |  |
| October | 38 |  |  |
| November | 39 |  |  |
| December | 39 |  |  |

***Task 2:*** *Draw on graph paper the following graph. Two axis, on the X axis label with the 16 months from January to the following April. On the Y axis label with thousands of pounds, starting at 0, increasing in 5,000s and ending at 45,000. Now plot the monthly sales figures and the 3 month moving average figures from the table above*.

***Task 3****: Draw a line of best fit through the data on your chart which extends across the months where you have no data – January, February, March and April of the second year. – This is your prediction of the Gym’s future sales trends and is known as the process of ‘Extrapolation’.*