

Vocabulary

Explaining statistics

1 Complete the sentences with the words in the box.

bounced crash dropped insignificant peak
rocketed rise sharp slump vast

- There's been a(n) _____ in demand for electric cars as people become more environmentally aware.
- Share prices have _____ back after falling.
- Demand for the product reached a(n) _____ in March, but is now falling.
- Sales of ice cream _____ off in the autumn.
- Nobody was prepared for the market to _____; some people lost everything!
- They stopped selling that product after a serious _____ in sales.
- A(n) _____ number of people complained. The majority loved it!
- The price of fuel has _____ over the last month due to a lack of supply.
- There's been a(n) _____ decline in the number of visitors to the area.
- The _____ majority of people like our service.

English in action

Give a presentation with visuals

2 Match the sentence halves.

- There is a problem with supply. This means _____
 - The hot weather accounts _____
 - The question is _____
 - Our supplier's prices have risen. As a _____
 - There are a few things we can do. Let's _____
 - The problems with our packaging gave _____
 - The reduction in sales could be _____
 - A falling out with one of our suppliers has led _____
- a look at some of those possibilities.
b what should we do about it?
c down to the discount offered by a competitor.
d consequence, we've had to raise our prices.
e for an increase in demand.
f to difficulty in obtaining supplies.
g that our production has decreased.
h rise to speculation about our manufacturing facilities.

3 Choose the correct alternatives.

This is a ¹graph/photo showing the demand for our products over the last 12 months. The first and perhaps most obvious ²idea/point is that demand has increased for almost all of our products. In fact, our profits have increased by 25%. That's the ³equal/equivalent of a year's profits from our most popular product. You will also ⁴notice/spot that demand for our oldest product has fallen. Sales for this product grew steadily over the first five years it was on sale and hit a peak in the summer of last year. From then ⁵in/on, sales dropped off, ⁶cutting/decreasing by over 50%. I think this ⁷expresses/signifies that it is coming to the end of its lifespan.

4 Complete the talk with phrases a–f.

As you can see, demand for our newest product has stayed the same over the last quarter. ¹_____ what's causing this? ²_____ the fact that we're not currently advertising the product anywhere. ³_____ to put our ads on hold for the summer. ⁴_____ the costs are reduced, but potential customers are not hearing about the product. ⁵_____ for what we could do at the end of the summer to increase sales. I asked our marketing team to put together a list of ideas. ⁶_____.

- a Increased advertising costs caused us
b Let's turn to that now
c The question is
d Let's look at some of the possibilities
e It means that
f It's due to

5 Put the words in the correct order to make sentences.

- see, / prices / you / gone / can / have / as / up

- it / points / illustrates / think / a number of / I / different

- of our / photo / operations / a / this / in Asia / is

- that / also / sales / notice / you / have dropped / will

- shows / by age group / pie chart / customers / the

- a / our sales / comparison, / here are / for last year / as

