



# Analyzing Skills

Developed By J. M. Llobet, Ph.D.

Name (Please Print) _____	<b>SCORE</b>
Last _____ First _____ M.I. _____	
Social Security Number _____ Date ____/____/____	

Below are two tables. One is titled "New Buyers (NB)"; the other is titled "Existing Buyers (EB)". Following the tables are 20 questions that will require you to refer to the information in the tables. You are to place a **checkmark** in front of the most appropriate answer. A sample question similar to those found in the test is presented to the right.

You will have **5 minutes** to answer as many questions as you can.

**Sample Question:**

Date	# of Accts	# of Orders	Sales	Avg. Purch.
Jan.	192	200	\$11,520	\$60.00
Feb.	150	150	\$10,500	\$70.00

Which number represents the total sales for February?

- \$11,520    
  \$10,500    
  \$60.00    
  \$70.00

**STOP. DO NOT BEGIN UNTIL YOU ARE INSTRUCTED TO DO SO.**

**New Buyers (NB)**

Date	# of Accts	# of Orders	Sales	Avg. Purch.
Jan.	4,194	4,194	\$395,137	\$94.21
Feb.	3,307	3,307	\$175,988	\$53.22
March	3,444	3,444	\$185,232	\$53.78
April	2,593	2,593	\$139,023	\$53.61
May	2,457	2,457	\$140,228	\$57.11
June	2,674	2,674	\$144,333	\$53.97
July	2,436	2,436	\$135,528	\$55.64
Aug.	2,488	2,488	\$192,333	\$55.64
Sept.	2,425	2,425	\$136,333	\$56.22
Oct.	3,684	3,684	\$209,733	\$56.93
Nov.	2,842	2,842	\$152,233	\$53.57
Dec.	2,690	2,690	\$120,333	\$44.73
<b>Total</b>	<b>34,344</b>	<b>34,344</b>	<b>\$126,583</b>	<b>\$60.36</b>

**Existing Buyers (EB)**

Date	# of Accts	# of Orders	Sales	Avg. Purch.
Jan.	7,907	9,291	\$742,697	\$93.93
Feb.	4,877	5,481	\$535,292	\$109.76
March	5,300	5,937	\$601,223	\$113.44
April	4,393	4,798	\$474,338	\$107.98
May	4,275	4,685	\$492,364	\$115.17
June	4,239	4,617	\$464,891	\$109.67
July	4,821	5,233	\$526,908	\$109.29
Aug.	6,910	7,667	\$733,144	\$106.10
Sept.	5,135	5,649	\$599,587	\$116.76
Oct.	6,808	7,594	\$762,468	\$112.00
Nov.	7,103	7,872	\$745,100	\$104.90
Dec.	5,408	5,976	\$552,387	\$102.14
<b>Total</b>	<b>67,176</b>	<b>74,800</b>	<b>\$7,230,399</b>	<b>\$107.63</b>

1. How many orders did Existing Buyers place in July?  
 4,821      2,436      5,233      4,617
2. Which month had the greatest amount of sales?  
 Jan. (NB)      Jan. (EB)      Aug. (NB)      Oct. (EB)
3. For which type of buyer are the # of accounts equivalent to the # of orders for every month?  
 NB      EB      Neither NB nor EB      Both NB and EB
4. Which buyers had an average purchase of \$67.66 in a particular month?  
 NB      EB      Neither NB nor EB      Both NB and EB
5. Which month has the least number of orders for Existing Buyers?  
 June (NB)      Nov. (NB)      Dec. (NB)      July (EB)
6. Existing Buyers, which month had the greatest avg. purchase?  
 March      May      Sept.      Oct.
7. Existing Buyers, which month do they spend more money per order?  
 NB      EB      Both spend the same      Can't Tell
8. Which two months generated the least sales for New Buyers?  
 July, Dec.      Aug., Sept.      Feb., Dec.      April, Nov.
9. Assuming an account must be classified as an account one must place at least one order, which buyers place more than one order within a given month?  
 NB      EB      Both      Can't Tell
10. Which two months had the most sales for Existing Buyers?  
 Oct., Nov.      Oct., March      Jan., Nov.      Jan., Oct.
11. For New Buyers, how many months had between 2,000 and 3,000 accounts?  
 4      5      6      7
12. Which buyers didn't have any sales for the first half of Jan.?  
 NB      EB      Both had sales      Can't Tell
13. For Existing Buyers, which months had between 5,500 and 7,000 accounts?  
 Jan., Aug.      Aug., Nov.      Oct., Nov.      Aug., Oct.
14. What were the sales for Existing Buyers in August?  
 \$192,381      \$526,908      \$733,144      \$599,587
15. Which buyers had only one month with less than a \$94.00 average purchase?  
 NB      EB      NB and EB      Neither NB nor EB
16. Which buyers had between 4,200 and 4,500 orders in a particular month?  
 NB      EB      NB and EB      Neither NB nor EB
17. Which table column is rounded to two decimal places?  
 # of Accts.      # of Orders      Sales      Avg. Purch.
18. The total number of accounts for Existing Buyers is approximately \_\_\_\_\_ times that of New Buyers.  
 2      3      4      Can't Tell
19. Excluding January and October, which two months generated the most money from New Buyers?  
 Feb., March      Feb., Aug.      March, Aug.      June, Nov.
20. For New Buyers, how many months generated over \$195,000 in sales?  
 2      3      4      5

