1. What kind of business (industry / area of commerce) is the company involved in?

What kind of statistics information did you find? List them if there’s more than one kind.

Describe each as to origin (how do you think the data was obtained) and type of

measurement.

To what division of the company is the statistics information you found related?

(Marketing, Finances, Production, etc.)

Give a brief opinion as to what this information is probably used for, and what reasons

The firm might have to post it on its web page.

Example:

http://content.dell.com/us/en/corp/d/press-releases/2009-05-20-TBR-Green-Report.aspx

Dell Computer is a producer of computer hardware and software.

The statistics reported in the press release consists of a newly created “Corporate Sustainability

Index”, which is calculated for various businesses in the computer industry. The index is composed of various scores (for example, the Dell report states that the company scored well in the areas of “renewable energy usage” and “recycling”), which are then compounded into a final score which can be used (as Dell does) to compare its performance with that of other firms. The information was probably obtained as a survey or audit performed on all participating companies by a third party (in this case, Technology Business Research, TBR). Since the statistics are scores used to compare one company to another, it can be either ordinal or interval in nature. However, it isunlikely that the “distance” between one score rank and the next is constant, and therefore the measurements can best be described as ordinal. The information was found in a press release, and it highlights Dell’s environmental responsibility efforts. I believe this data is related to the marketing department, as it pertains to communicating a positive characteristic to the market in general. The objective pursued by Dell is to impress upon the media, their clients and the population in general the level to which they have adopted environmentally-friendly policies. This is an effort to increase people’s goodwill towards the company, and gain a larger portion of market share by attracting environmentally-conscious customers to their products.