

Unifying Strand - U4

**Analysing and evaluating
information**

Learning Outcome U4

1. Analyse and interpret information and data.
2. Evaluate the range of perspectives within the findings.
3. Synthesise findings to create new or enhanced understanding.
4. Appraise the value of this information.
5. Evaluate findings to make informed decision(s), reach informed conclusion(s) or make recommendation(s).

Textbook
content pages
414-419



UNIFYING STRAND: Investigating Business

U4
analysing and evaluating
information

CHAPTER SNAPSHOT

Once you've collected data, the real thinking begins. In this chapter, you'll learn how to turn raw information into clear insights, weigh up different viewpoints, and judge the quality of your sources. You'll also learn how to combine your findings to create a new understanding and use them to make confident, evidence-based conclusions or recommendations.

Good business research doesn't just report what was found – it explains what it means and why it matters. Your conclusions should flow logically from your research. They shouldn't surprise the reader, but instead feel like the natural result of the data you've gathered and analysed.

PRIMER ACTIVITY

Think of a business decision your favourite shop or brand might face, like whether to offer a student discount, open a new store, or change suppliers.

What kind of information would help make that decision?

What if two sources said different things how would you decide which to trust over another?

Why is evidence so important when someone gives their opinion on something?

CHAPTER LEARNING OUTCOMES

U4.1	Analyse and interpret information and data.
U4.2	Evaluate the range of perspectives within the findings.
U4.3	Synthesise findings to create new or enhanced understanding.
U4.4	Appraise the value of this information.
U4.5	Evaluate findings to make informed decisions, reach informed conclusions or make recommendations.

U4.1 ☆ Analyse and interpret information and data.

Analysing data means carefully examining the information you have collected to reveal clear **patterns, connections, and trends**. Instead of simply presenting data as you found it, good analysis **transforms your raw data into meaningful insights** by **highlighting relationships** and **exploring what these findings suggest**.

To effectively analyse data, you should:

- Identify clear patterns or trends in your information.
- Look for connections between different sets of data you have gathered.
- Recognise and carefully explore data that does not immediately fit your expectations.

Worked Example

Imagine you are researching customer satisfaction for a local café. You have gathered two pieces of data:

- Customer surveys show falling satisfaction rates, especially around long waiting times.
- Financial records show that lunchtime sales have declined over the same period.

A simple report might describe these separately: "Customers are unhappy, and sales are down."

Stronger analysis should connect these findings: "The falling satisfaction around wait times could be causing customers to visit competitors at lunchtime, explaining the recent decline in sales."

Identifying this link allows the café owner to pinpoint the slow service issue and make informed changes to improve customer experience and therefore help boost sales.

Reflection questions to help analyse and interpret data that you have collected:

- What clear patterns or trends can I see in my data?
- Can I spot connections or relationships between different findings?
- How do unexpected or contradictory findings help me deepen my understanding?
- Can I link any patterns in my data to bigger business issues like sustainability, digital trends, or financial literacy?

TAKE HOME POINT

Good analysis does not just describe the data collected or present it by itself. It should reveal meaningful patterns, clearly explain connections, and provide a deeper understanding of what the findings suggest.

UNIFYING STRAND U4: analysing and evaluating information

395

1. Getting Started

Ideas from the brief



2. Developing a SMART Question

Narrow in on a clear probing question that can measure something, link to the brief / cross cutting themes / business.

SMART

3. Developing a Project Plan

Set tasks, timelines, available resources, risks faced.



Set out the success criteria for the investigation.

6. Applying learning and drawing conclusions

Answer question directly (4-6 lines)

Show change in perspective

Identify 1-2 clear applications for a business from findings



5. Analysis and Evaluation of Data

Don't describe the data, analyse it - tell the reader the important bits



Show impact/relevance of findings on businesses

4. Identifying Sources & Gathering Information and data



Wide range of sources

Managing data (investigative folder)

Different perspectives

Justify choices

Identify gaps/bias

How does using [Digital Tool/Tech]
to do [Specific Work Task] impact
the [Something to measure] of an
[Employee or Employer] in an
[industry/business]?

Resource Sharer Project 2027

Level: All Levels Chapter & Learning Outcome: All Chapters & Learning Outcomes Type of resource: All Types of resource Filter

PROJECT RESOURCES

LC2027 Brief

Sample Brief

CHAPTER 1

1.1

1.2

1.3

1.4

Title	Type & Source	Level	Chapter & Learning Outcome	Action
I saved €250,000 in salaries by using business owner	Article • Link	HL	8.6, LC2027 Brief	Open
Paper payslips for school staff to be dropped to save €3m a year ?	Article • Link	HL	8.6, LC2027 Brief	Open
Employers Urged to Keep a Human Touch in the Recruitment Process ?	Article • Link	HL	14.3, LC2027 Brief	Open
Best ATS (Applicant Tracking System) Systems for Irish Employers in 2026 ?	Article • Link	HL	14.3, LC2027	Open

1 Questions

2 Review layout

3 Save to profile

Question Bank

Create a custom question

✓ All Chapters & Outcomes

All Levels

All Question Types

- Chapter 1
 - Chapter 1 – All Outcomes
 - 1.1
 - 1.2
 - 1.3
 - 1.4
- Chapter 2
 - Chapter 2 – All Outcomes
 - 2.1
 - 2.2
 - 2.3
 - 2.4
 - 2.5
- Chapter 3

...ding new plant-based menu options.

...ng to identify and prioritise four stakeholders affected by

LO 1.4

HL 20 marks

10 min

Case Study Question

Remove

Solution

EXAM BUILDER



My Exam

Marks: 47 | Time: 24 min

Clear

Review layout

- | | | | | |
|----|--------------------------|---------|----------|--------|
| 1. | HL Paper 2 Q1 Case Study | Preview | Remove | |
| 2. | LO 1.4 | Preview | Solution | Remove |
| 3. | LO 12.3 | Preview | Solution | Remove |
| 4. | LO 8.2 | Preview | Solution | Remove |

STRAND 3

CHAPTER 29: demand, supply & market equilibrium

Drawing the Market Equilibrium diagram from a table

Cakes at a bake sale		
Price (€)	Quantity Demanded (units)	Quantity Supplied (units)
€1	100	20
€2	80	40
€3	60	60
€4	40	80
€5	20	100

STEP 1

LABEL THE TITLE AND AXES CLEARLY

STEP 2

PLOT THE DEMAND CURVE, JOIN THE DOTS AND LABEL IT

STEP 3

PLOT THE SUPPLY CURVE, JOIN THE DOTS AND LABEL IT

STEP 4

IDENTIFY THE EQUILIBRIUM PRICE AND QUANTITY

How do prices change in a market?

A change in the demand or supply of a good or service will put a market out of equilibrium and leave the market in a shortage (more demand than supply) or a surplus (more supply than demand).

A Market Surplus (When supply is greater than demand – goods are plentiful)
When the demand is below supply in a market, it creates a surplus of goods or services – there are unsold goods leftover or unused services. This will put a downward pressure on prices in the market as sellers may lower prices to increase the demand for their goods/services.

A Market Shortage (goods are scarce)
When the demand is above the supply in a market, it creates a shortage or scarcity of the goods or services – more people want to buy the goods/services than is available. This will put upward pressure on prices in the market as buyers are willing to pay more for the limited amount of available goods/services.

CLASS ACTIVITY
29.8 Student Skill: Recognise how changes in supply and demand affect prices in a market
There is huge demand in Ireland for Taylor Swift concert tickets. She initially announces only two concert dates, even though demand is high enough to sell out many more shows. As a result, tickets begin to appear on resale websites at very high prices.

Q1: What would happen to market prices on resale sites if Taylor Swift announces three additional concert dates in Ireland?
Would this create scarcity or a surplus of tickets? Would market prices increase or decrease?

Q2: Taylor Swift posts videos of her new concert show on social media, and fans react very positively. Does this increase demand or supply for tickets? Does this lead to greater scarcity or surplus? What would likely happen to market prices on resale sites?

STRAND 3

CHAPTER 29: LO 3.3: Demand & Supply

Plotting supply curves on a diagram

Price (€)	Quantity Supplied (units)
€100	10,000
€200	20,000
€300	30,000
€400	40,000
€500	50,000

Q19 Using the data from the table above, plot the supply curve on the graph below for new TVs. Make sure to plot each data point clearly (you should have 5 points), then connect all of the points with one line, and then label the supply curve "S".

(i) From either the table or graph, identify the quantity supplied of TVs when the price is €400.
40,000 units

(ii) By how much does the quantity supplied for TVs change if the price was to decrease from €500 to €300? Show your workings.
50,000 - 30,000 = decrease of 20,000 units

(iii) On your graph, identify the price and quantity supplied for new TVs when the price is €300 by drawing a dotted line from the price to the supply curve, and then down to the quantity supplied.

STRAND 3

CHAPTER 29: LO 3.3: Demand & Supply

Factors that can increase or decrease supply

Q20 What impact would the following have on the supply of drinks at a coffee shop. Place a tick ✓ in the correct box.

	Increased supply of drinks	Decreased supply of drinks
The price of takeaway coffee falls		
The cost of coffee beans increases		✓
VAT on hot drinks is reduced	✓	
Staff shortages reduce opening hours		✓

Q21 What impact would the following have on the supply of O'Neill's GAA Jerseys. Place a tick ✓ in the correct box.

	Increased supply of O'Neill's Jerseys	Decreased supply of O'Neill's Jerseys
The government reduces VAT on sports clothing	✓	
O'Neill's installs new automated printing machines	✓	
The cost of fabric and printing ink increases		✓
The selling price of jerseys rises	✓	

Q22 Place a ✓ in the correct box (true or false) for each statements about the supply of Penneys (Primark) Hoodies.

Statement	TRUE	FALSE
If the cost of cotton used to make hoodies increases, the supply of hoodies is likely to decrease.	✓	
If Penneys installs faster sewing machines, the supply of hoodies is likely to increase.	✓	
If VAT on clothing is increased, the supply of hoodies is likely to increase.		✓
If factory workers go on strike, the supply of hoodies is likely to decrease.	✓	

JC BUSINESS HUB

Trial content to help revise with your 3rd years

STRAND 3

CH 29: LO 3.3: Demand & Supply

Complimentary Goods

A complementary good is a good that is used together with another good.

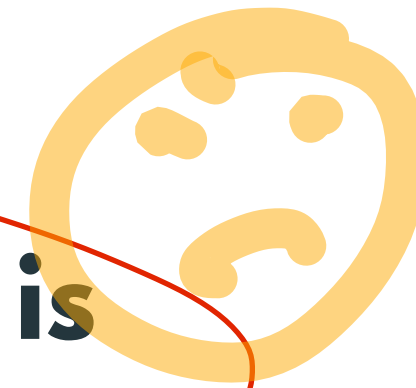
Making a judgement

Back In Business



Don't think of a judgement or opinion as right or wrong.

What makes a judgment weak is if it is not supported by evidence.



Think of it like a court case: cases that lack evidence never make it to trial - evidence is crucial.



Analysing evidence

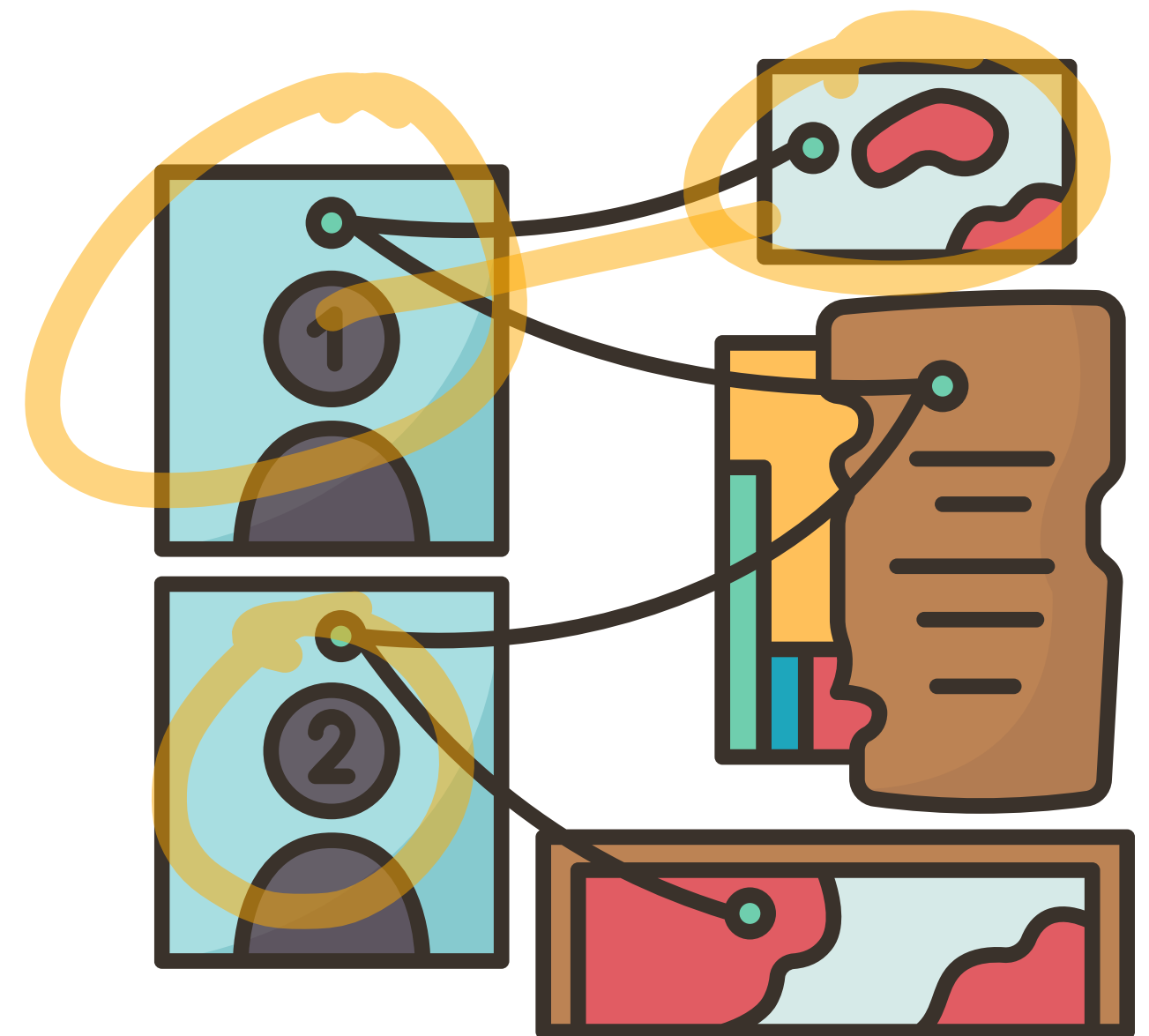
Back In Business



Analysis reveals patterns and connections.

Analysing data means identifying patterns, trends, and links between findings.

Strong analysis does not just describe information; it explains what it suggests.



analyse

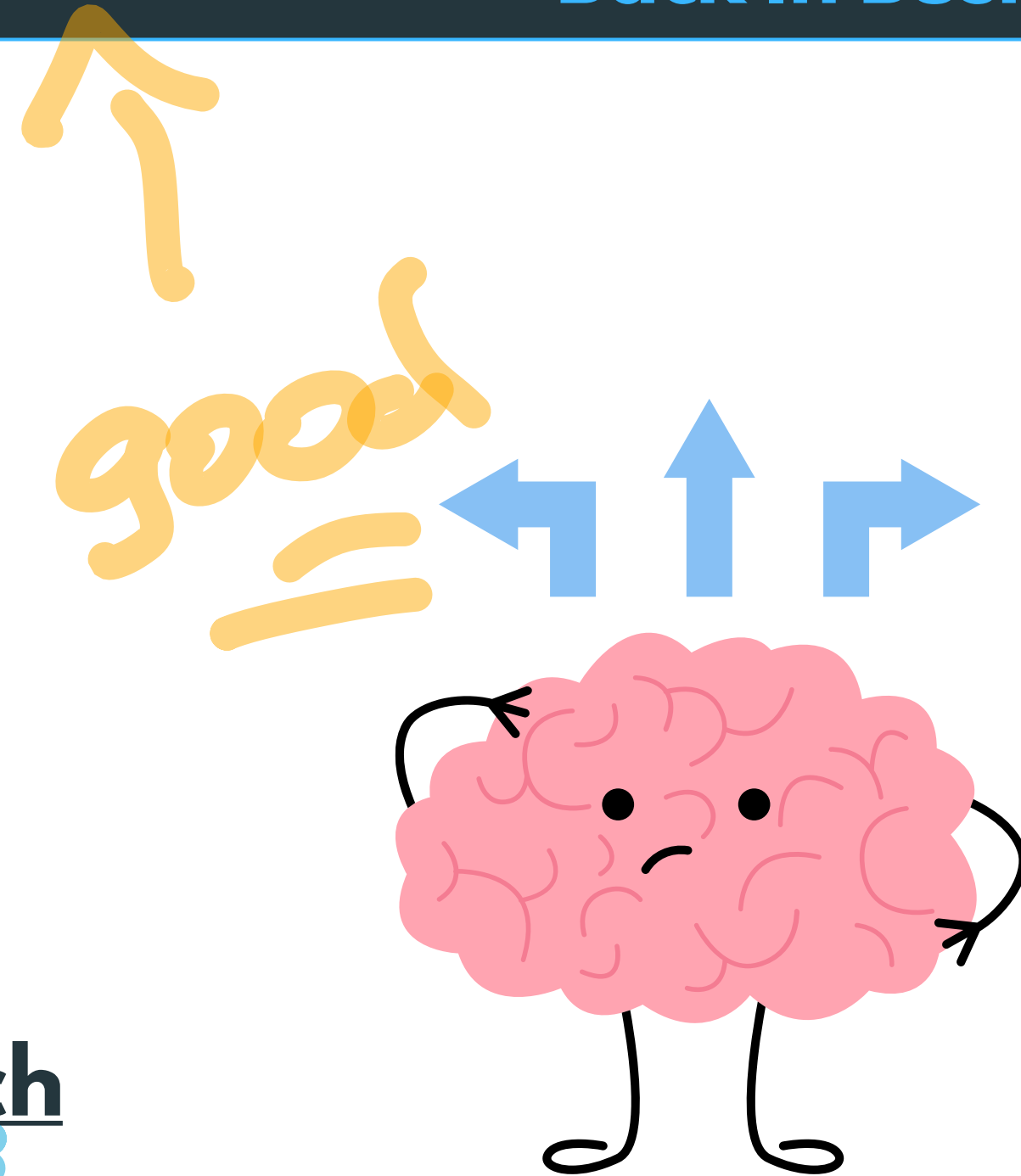
Balancing Conflicting Viewpoints

Back In Business



Strong research does not ignore disagreement.

Strong projects should present conflicting viewpoints from varied sources, and evaluate where they differ, why they differ, and what each contributes to their conclusion.



Not all evidence is equal

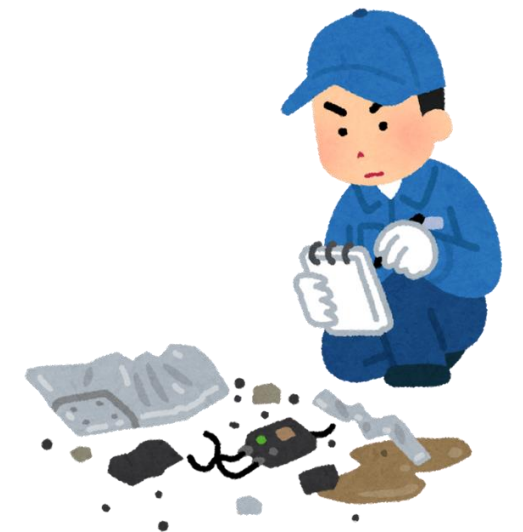
Back In Business



Students should judge how reliable, accurate, and relevant their data sources are.



A source can be valid but still have limitations (eg a small sample size).



Connecting the dots

Back In Business



Synthesising means bringing together different pieces of information to build a clearer, deeper understanding of a topic.

A weaker project will just summarise different data separately.

A stronger project will connect the dots to develop new insights.



Making an Evidence-Based Recommendation



Strong recommendations are practical and supported.

A strong recommendation:

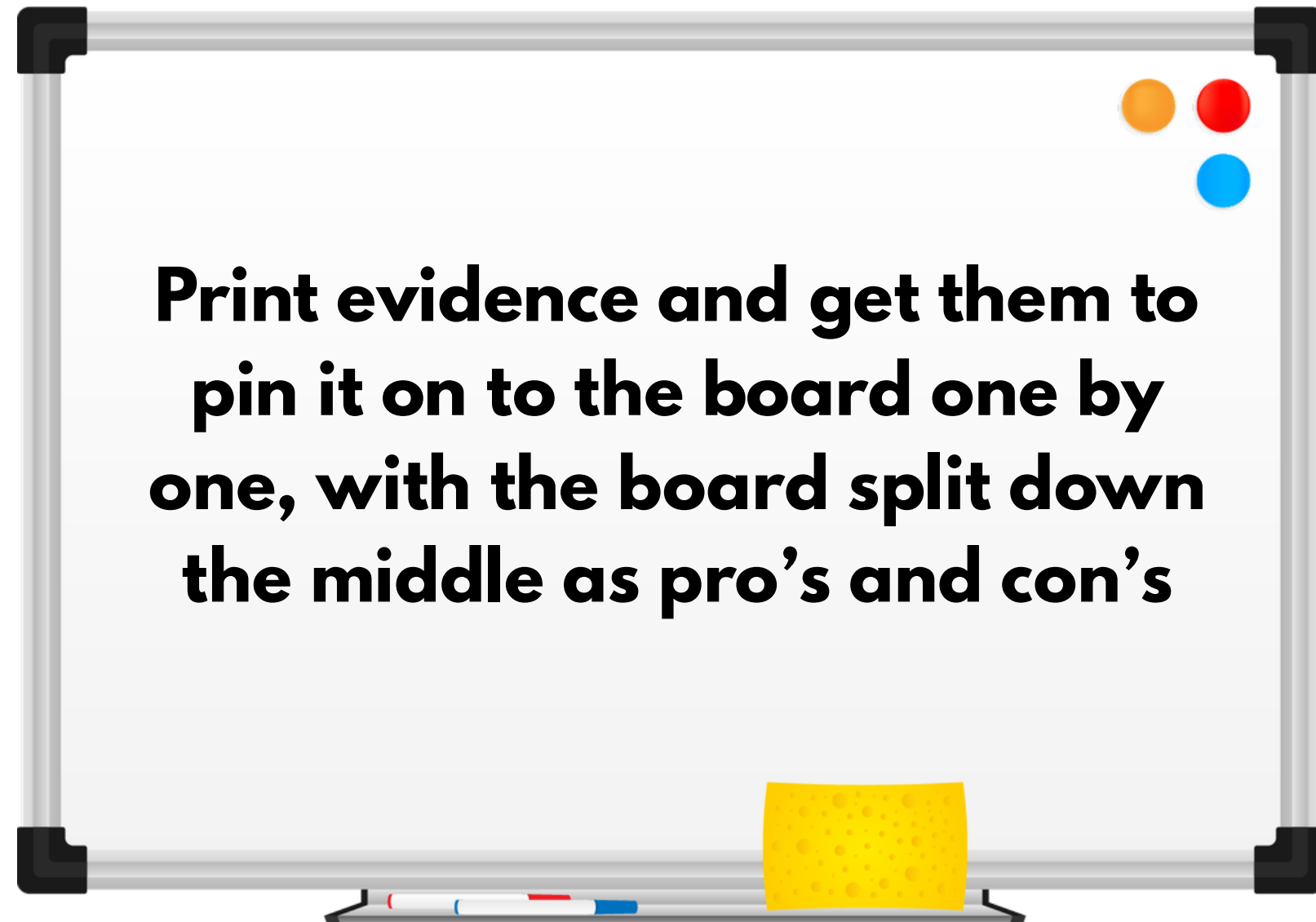
- 1. Links directly to findings**
- 2. Acknowledges risks or limitations**
- 3. Makes sense in a real-world business context**



Activity to teach it

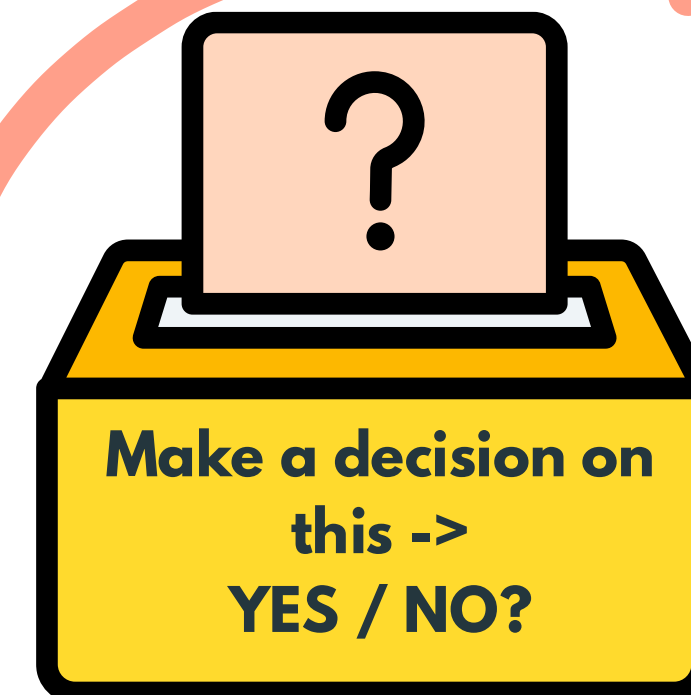
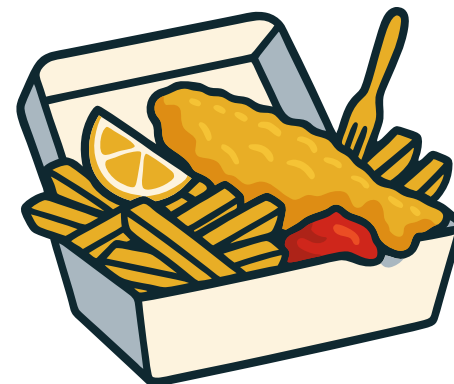


**Print evidence and get them to
pin it on to the board one by
one, with the board split down
the middle as pro's and con's**





**Q: Should a local takeaway
start selling food through
delivery apps?**



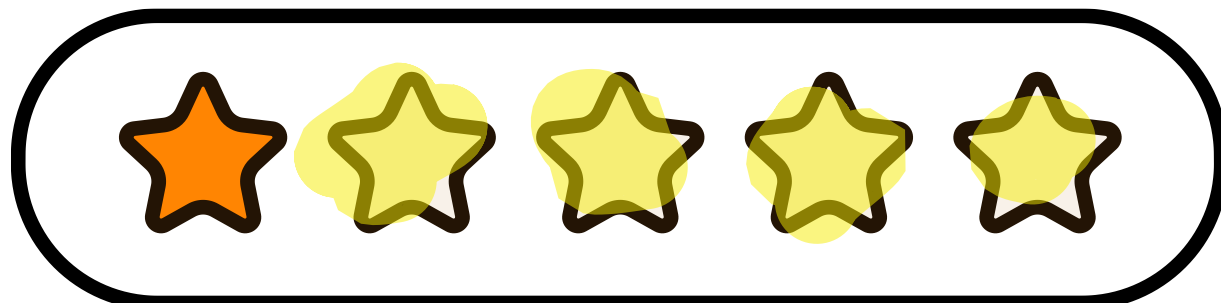
Activity

Back In Business



Evidence to help reach a decision will be presented to you.
For each piece of evidence, you need to decide two things:

Decide how **relevant** it is to the decision and how **reliable** it is (accuracy / sample size)
5 stars means very relevant and very reliable



Identify a **weakness or limitation** of the evidence



Online Research found that
9 out of 10 local takeaways
in the area already use
Just Eat or Deliveroo



Judge its relevance
and reliability ->



Identify any weakness/limitation with the evidence

Weak



**Q: Should a local takeaway
start selling food through
delivery apps?**



Evidence #2

Back In Business

An online article in an Irish newspaper reports: “Small restaurants that have started using food delivery apps like Deliveroo have reported average increases of 25% in the number of daily orders within 3 months.”

25%
↑

↓ date? report?

Judge its relevance and reliability ->



Identify any weakness/limitation with the evidence



**Research in to the cost of using delviery apps
reveals that delivery platforms charge
commmission fees of up to 35% per order.
(The delivery app can keep up to
35cent of every €1 for each order)**



**Judge its relevance
and reliability ->**



Identify any weakness/limitation with the evidence



Evidence #4

Back In Business

To gauge the impact on consumers, research was done on the Google Reviews for local takeaways that have introduced similar apps.

Ratings for 6 out of the 9 restaurants show a fall in their average rating since using a food delivery app, with one review commenting “Food is gone to the dogs since they started selling on Just Eat - they are too busy now”

Judge its relevance and reliability ->



Identify any weakness/limitation with the evidence

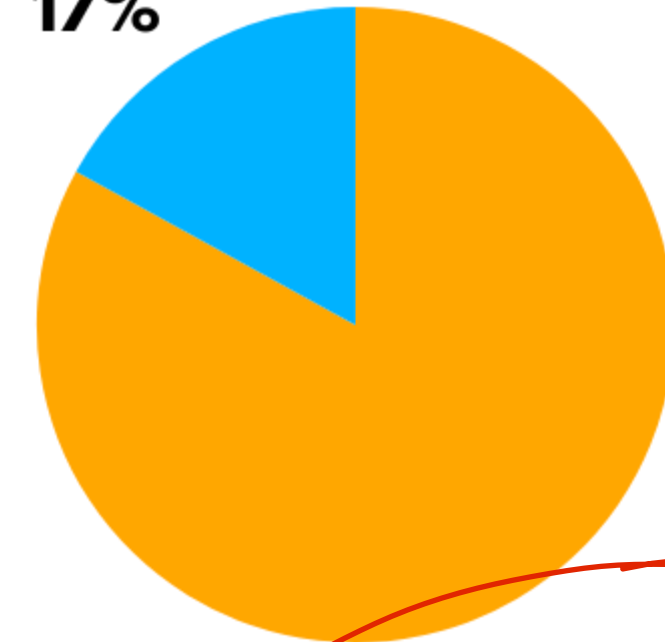


Evidence #5

Back In Business

A survey of 58 local customers found that 83% said a food delivery app would be the first thing they would check when ordering takeaway in the evening. 17% said they would check individual takeaway's websites first.

Would check a
takeaways website
first
17%



Would check a
delivery app first
83%

Judge its relevance
and reliability ->



Identify any weakness/limitation with the evidence



Evidence #6

Back In Business

A 2023 hospitality industry report found that small independent restaurants using delivery platforms reported

- Increased staffing costs in 42% of cases
- 68% of staff reported feeling significantly busier at peak times
- 54% reported longer waiting times for in-store customers

viewpoint
staff

Judge its relevance
and reliability ->



Identify any weakness/limitation with the evidence

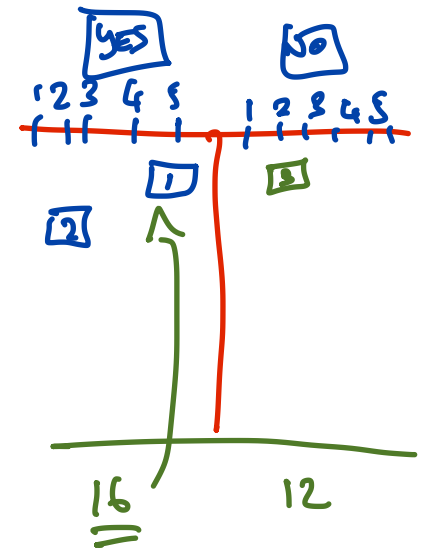


Evidence #7

Back In Business

A small Irish restaurant owner interviewed by an SME newsletter said:

“Once we joined Deliveroo, we no longer controlled the customer relationship. If there’s a delay, it’s blamed on us, but we can’t track the rider or speak to the customer directly.”



Judge its relevance and reliability ->



Identify any weakness/limitation with the evidence

1 person exp



Weighing the evidence

Back In Business



1. Which piece of evidence is the strongest? Why?
2. Which piece of evidence is the weakest? Why?
3. Does your evidence cover info about profits, workload, reputation, control, customer satisfaction, employees...?
4. Which evidence would matter most to the owner? Why?
5. What other evidence that is missing, do you think would help you in reaching a more informed conclusion? Spotting gaps/limitations

Decision time

Back In Business



Q: Should a local takeaway start selling food through delivery apps?

Option 1 – Full Adoption (Growth-Focused Strategy)

Back In Business



Judgement: The takeaway should begin using Deliveroo on a full-time basis.

Justification:

- 83% of surveyed local customers prefer ordering through apps.
- Industry data shows average order increases of 25%.
- 9/10 local competitors use delivery platforms, suggesting strong market pressure.

Suggests strong demand for the service and a potential loss of market share if the business does not adapt.

Limitations / Acknowledgements:

- Commission fees of up to 35% may significantly reduce profit margins.
- Increased staffing costs - 42% of restaurants reported increased staffing costs.
- An Irish restaurant owner reported losing control over customer relationships.

Option 2 – Trial Approach (Balanced Strategy)

Back In Business



Judgement: The takeaway should trial Deliveroo on a limited basis.

Justification:

- Customer demand for app ordering is high (83% of survey)
- Evidence suggests potential sales growth (increases of 25%)
- A trial limits financial and operational risk (control higher staffing costs 42%)

A controlled rollout (e.g. two evenings per week on quieter nights so regular customers aren't impacted) allows the business to test demand without overcommitting.

Limitations / Acknowledgements:

- Commission costs still apply.
- Trialling on quiet nights may not give a fair reflection on potential impact on sales

Option 3 – Reject for Now (Protection Strategy)

Back In Business



Judgement: The takeaway should not join Deliveroo at present.

Justification:

- Commission rates of up to 35% significantly reduce profit margins.
- 42% of restaurants reported increased staffing costs.
- An owner reported losing control over customer relationships.
- 6 out of 9 local restaurants experienced falling Google ratings after joining delivery apps.

These risks may outweigh the reported 25% increase in order volume.

Limitations / Acknowledgements:

- 83% of customers prefer ordering through apps, meaning demand may shift away.
- Competitors (9 out of 10) are already using platforms.
- Avoiding delivery could result in lost market share.

Other Options?

Back In Business



Use a delivery app like Deliveroo but with an adjusted marketing mix
- certain meal bundles, different pricing, limited or exclusive menu

Hire a delivery driver and serve customers directly, maintaining control

Strengthen In-Store Experience Instead



Reflection

Back In Business



1. Did your view change during the process? At what point did it change?
2. Which specific piece of evidence influenced you most?
3. Are there any limitations with the conclusion you reached? Would any other evidence help?
4. Could someone else reach a different conclusion from you using the same evidence? Why?

Take Home Point

Back In Business



A strong judgement is not about being “right.”

It is about being able to justify your conclusion using evidence, while recognising limitations and alternative viewpoints.

Final Take Home Point

Back In Business



Use evidence gathered to justify your conclusions

Students that may not score well are likely to:

- **Act like it is a data collection competition**
- **Give opinions without any evidence to support**
 - **Summarise findings separately**