Unifying Strand - U4

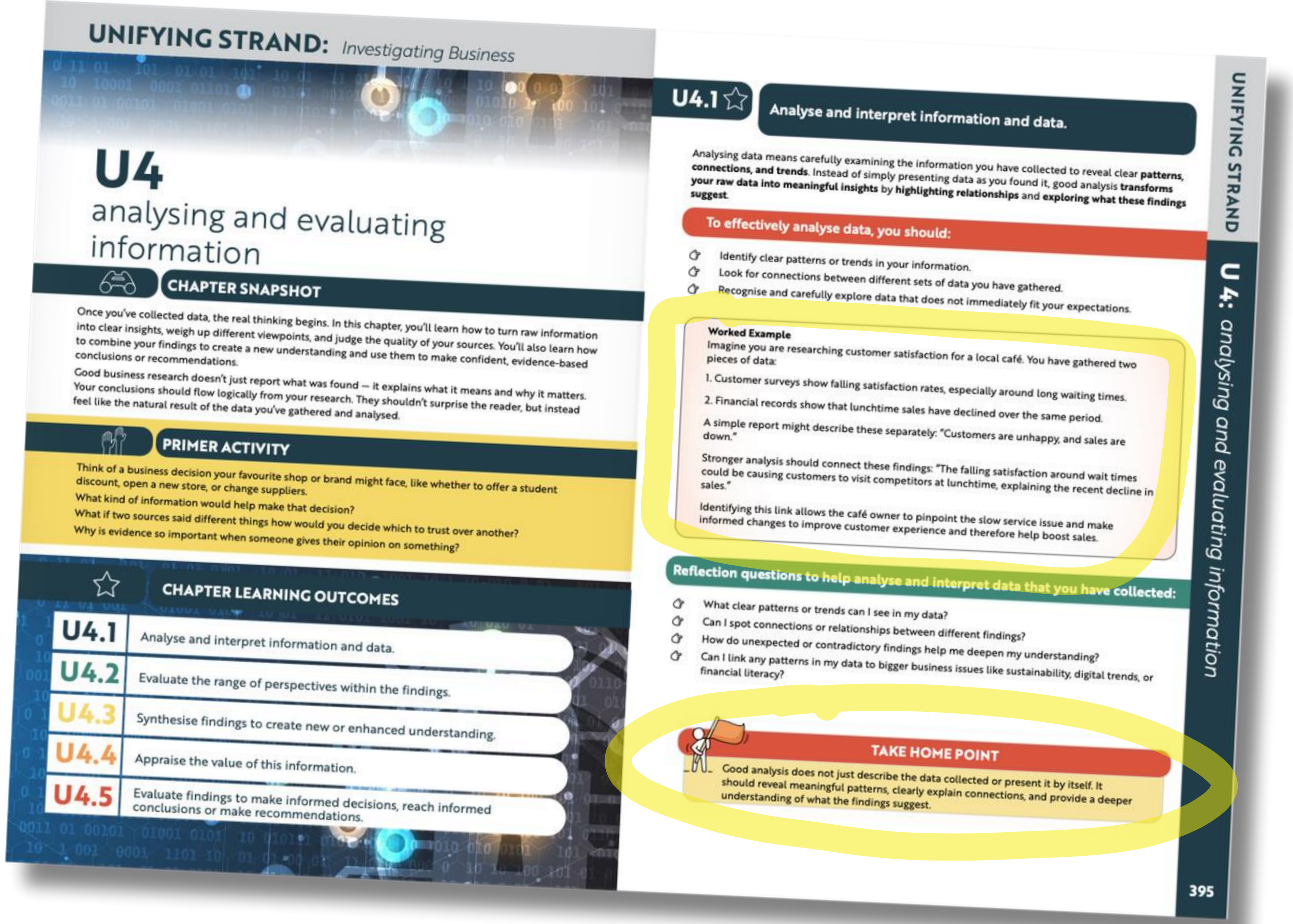
Analysing and evaluating information

Back In Business

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:

1. Customer surveys show falling satisfaction rates, especially around long waiting times.
2. 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 U 4: analysing and evaluating information

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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.

4. Identifying Sources & Gathering Information and data

Wide range of sources
Managing data (investigative folder)
Different perspectives
Justify choices
Identify gaps/bias

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

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

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]?

BACK IN BUSINESS HUB

Teacher Hub | Student Hub | Exam Builder | Resource Sharing | My Account

Resource Sharer Project 2027

Level: All Levels

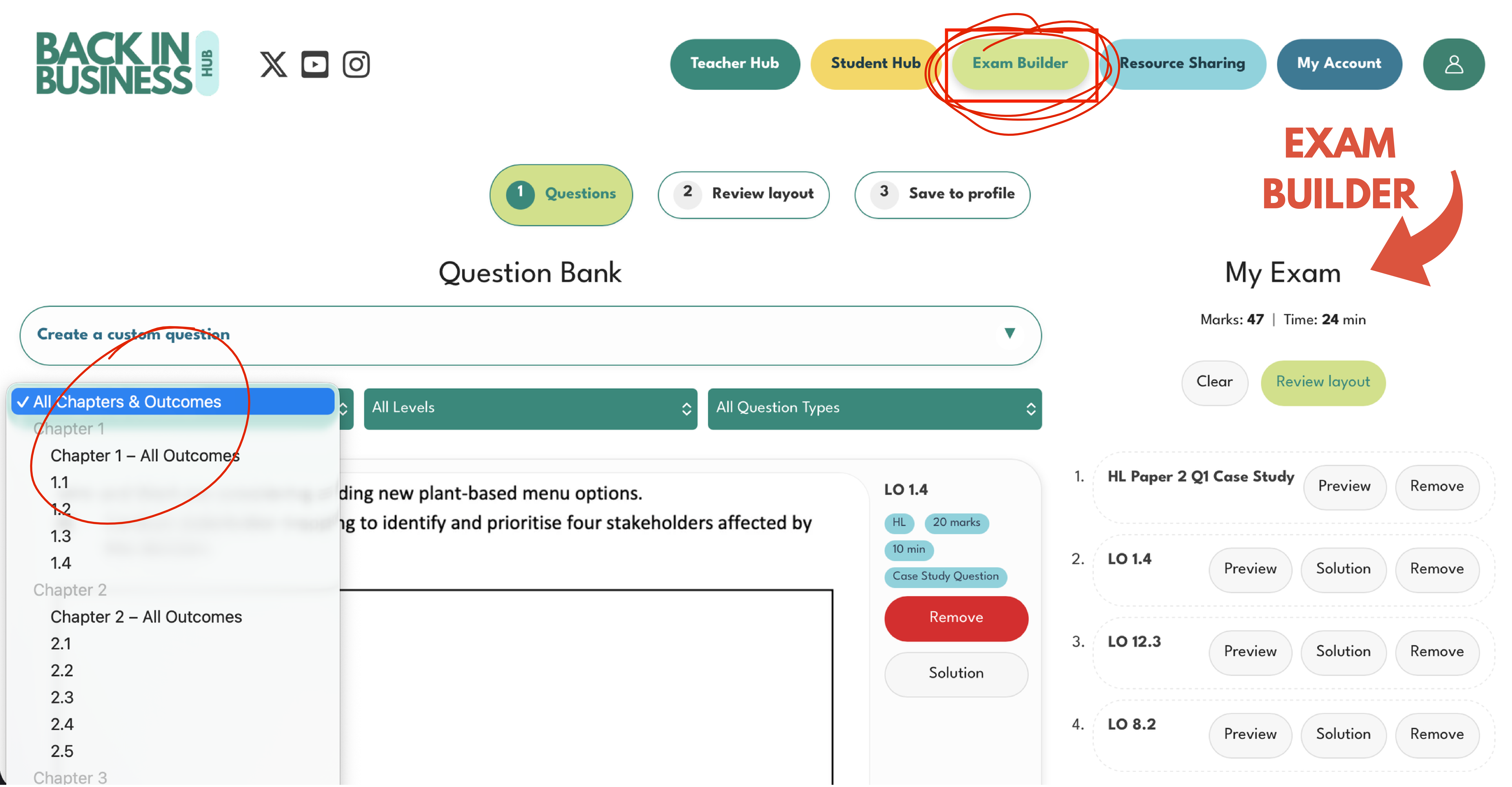
Chapter & Learning Outcome: All Chapters & Learning Outcomes

- PROJECT RESOURCES
  - LC2027 Brief
  - Sample Brief
- CHAPTER 1
  - 1.1
  - 1.2
  - 1.3
  - 1.4

Type of resource: All Types of resource

Filter

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	Article •	HL	14.3, LC2027	Open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HUB
Teacher Hub
Student Hub
Exam Builder
Resource Sharing
My Account
EXAM BUILDER
1 Questions
2 Review layout
3 Save to profile
Question Bank
My Exam
Marks: 47 | Time: 24 min
Clear
Review layout
Create a custom question
✓ All Chapters & Outcomes
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
All Levels
All Question Types
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
1. HL Paper 2 Q1 Case Study
Preview
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2. LO 1.4
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Solution
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3. LO 12.3
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4. LO 8.2
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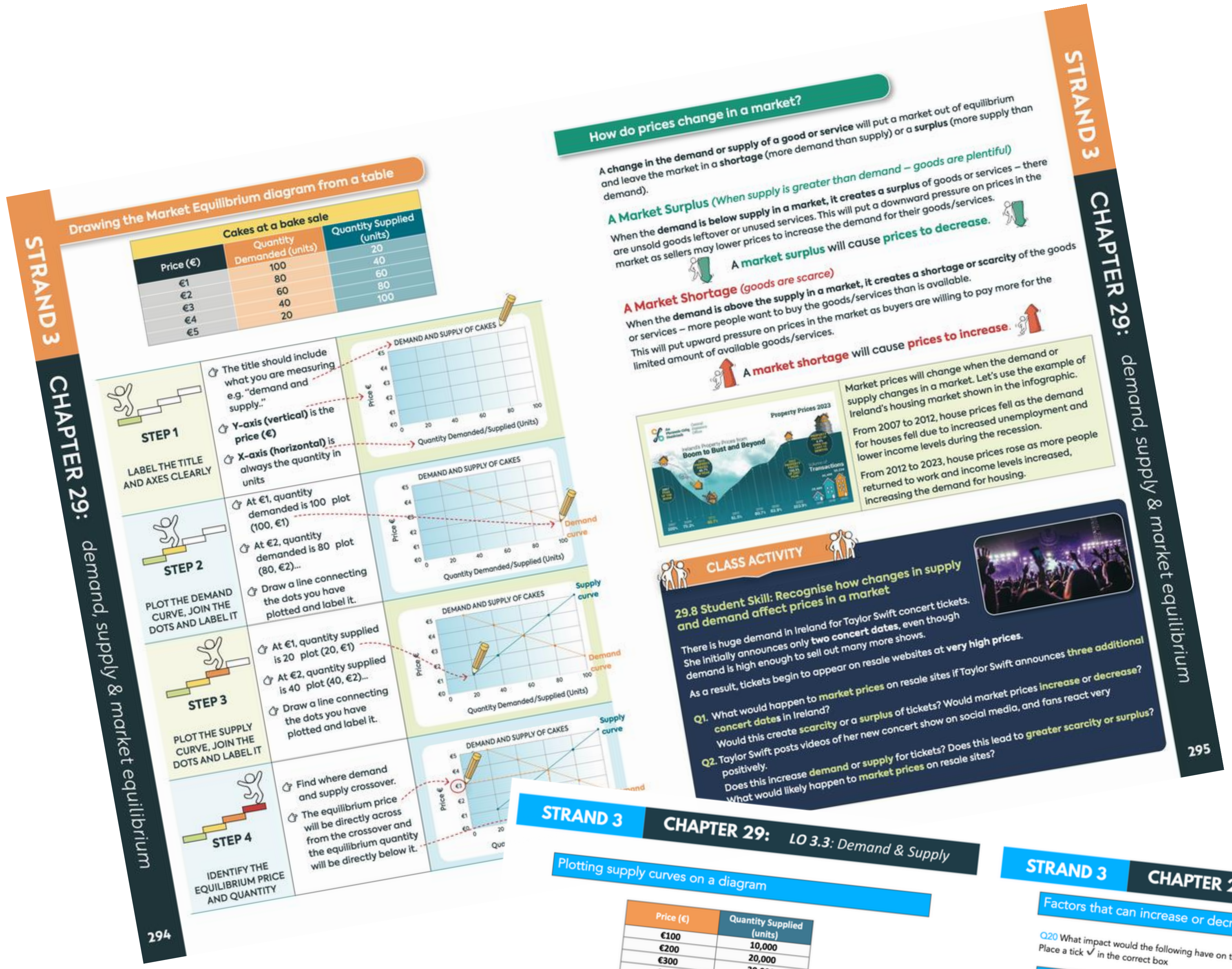
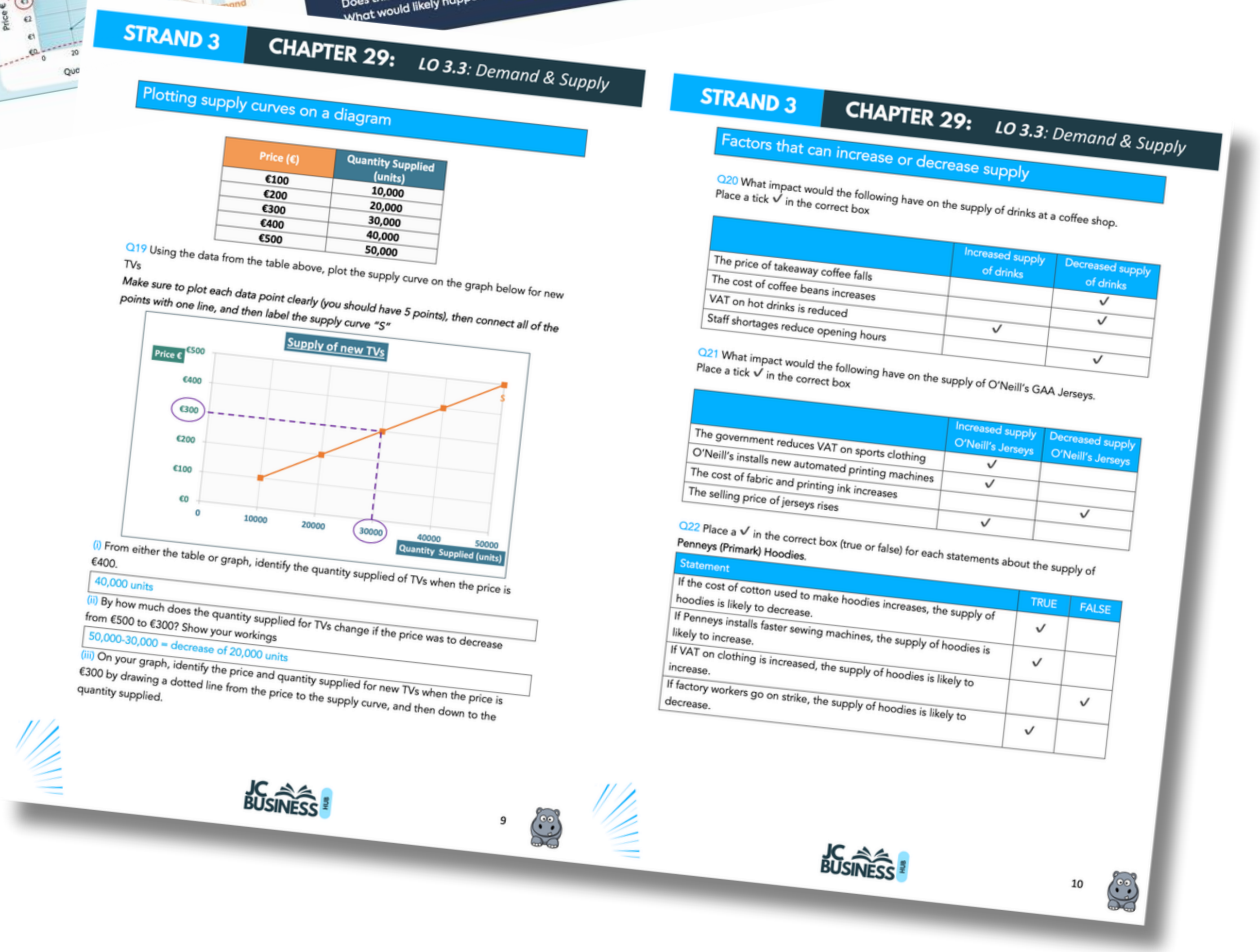




JC BUSINESS HUB

Trial content to help revise with your 3rd years

Making a judgement

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.

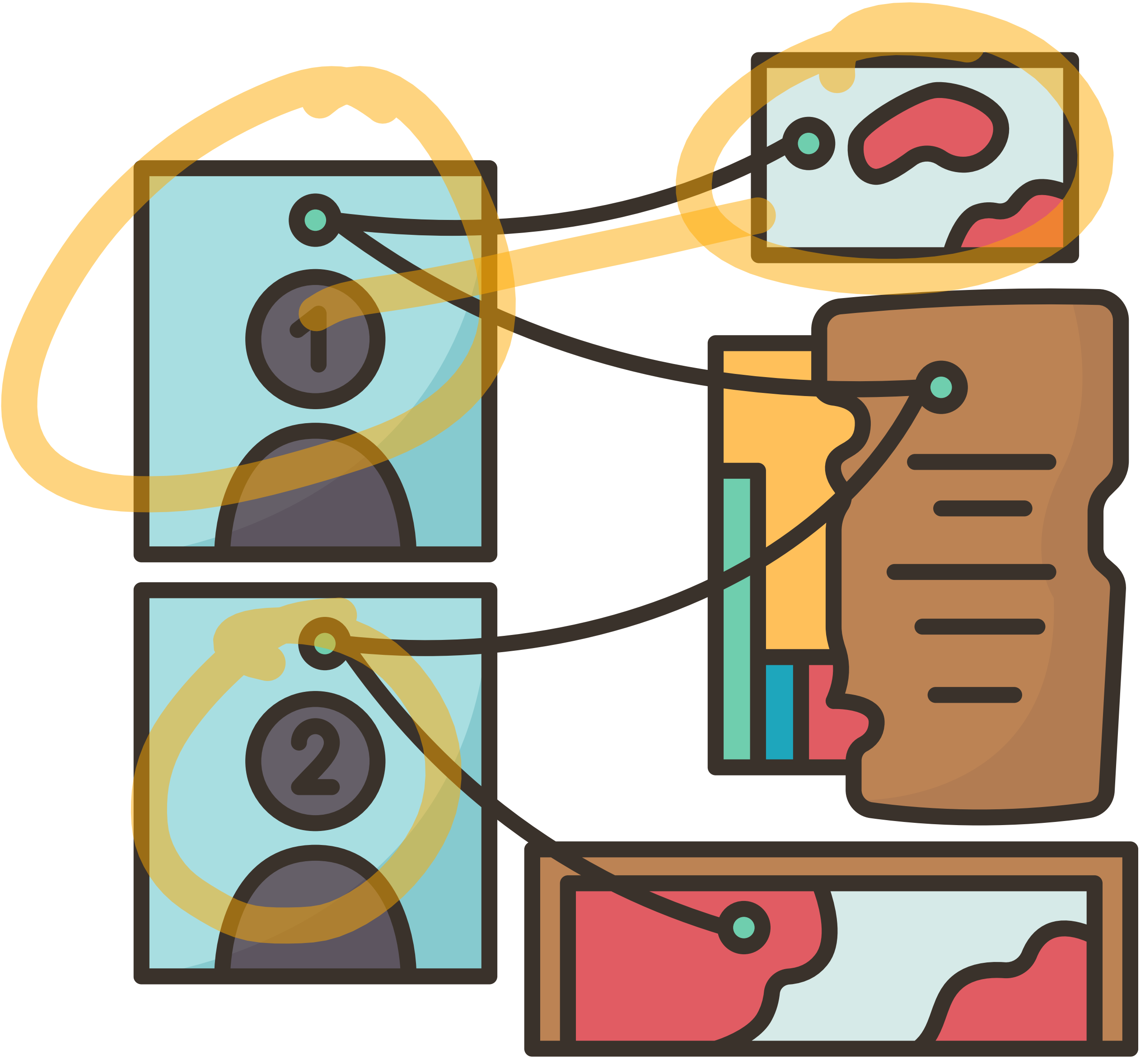
Think of it like a court case: cases that lack evidence never make it to trial - evidence is crucial.

Analysing evidence

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

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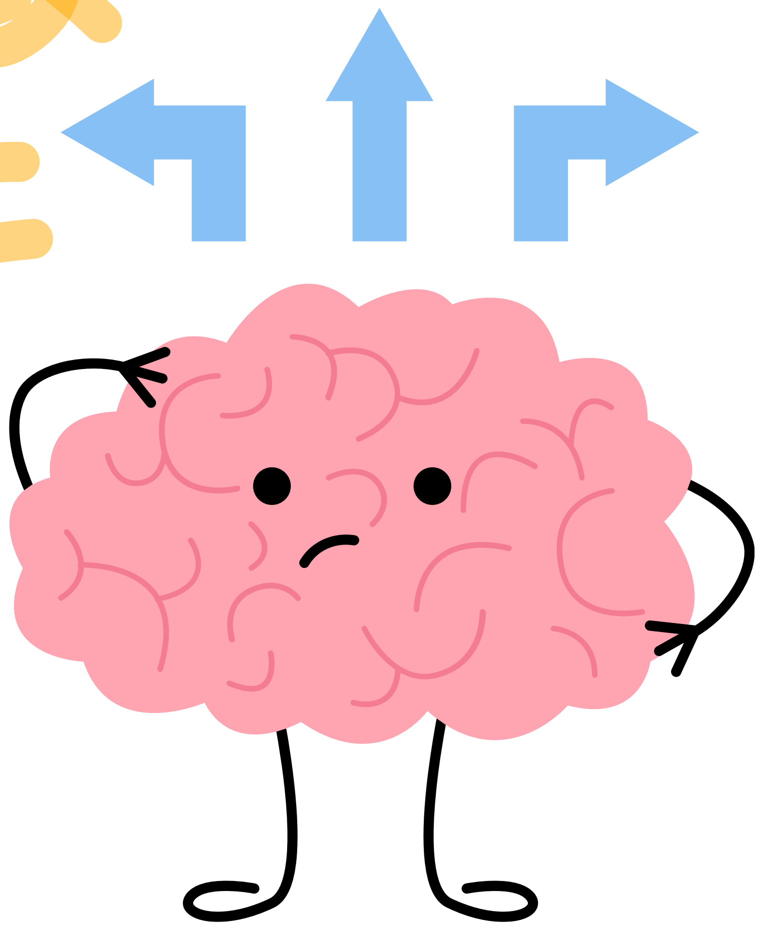
Strong research does not ignore disagreement.

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

good



Not all evidence is equal

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

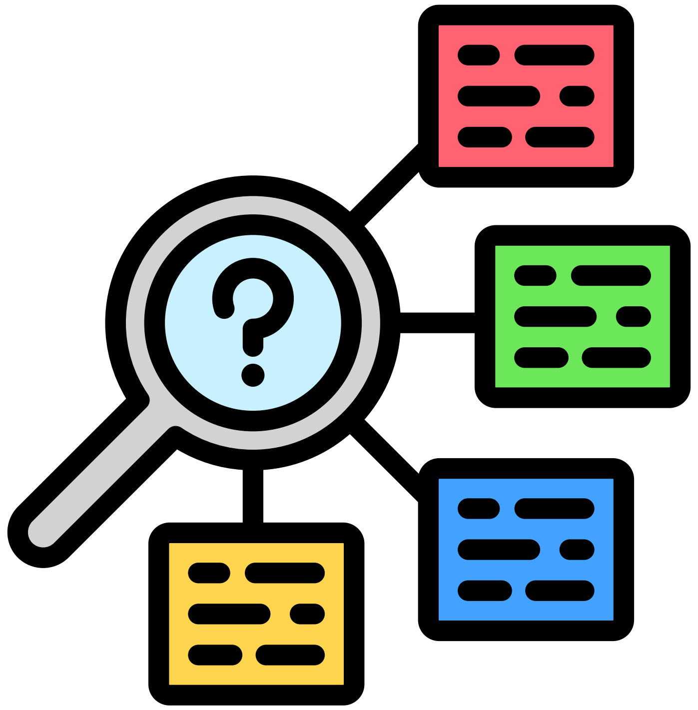
A source can be valid but still have limitations (eg a small sample size).

Connecting the dots

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.



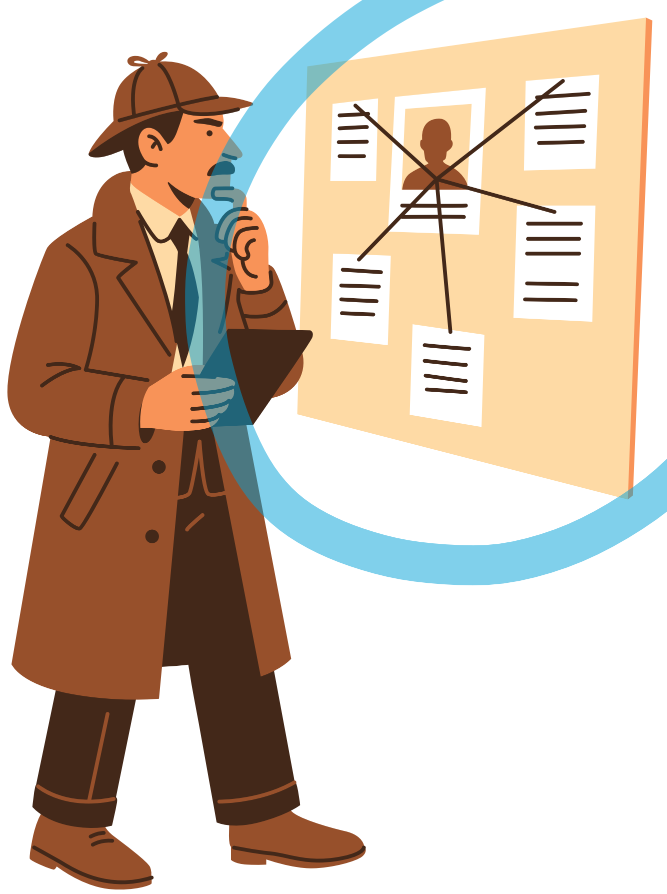
Making an Evidence-Based Recommendation

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

Activity

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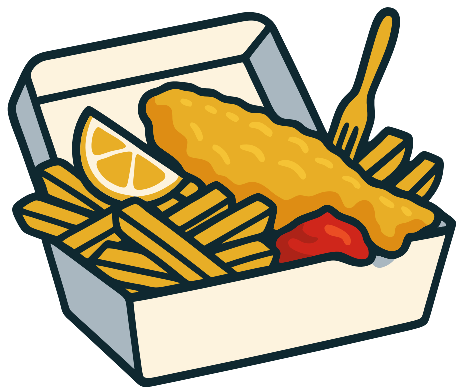
Q: Should a local takeaway start selling food through delivery apps?

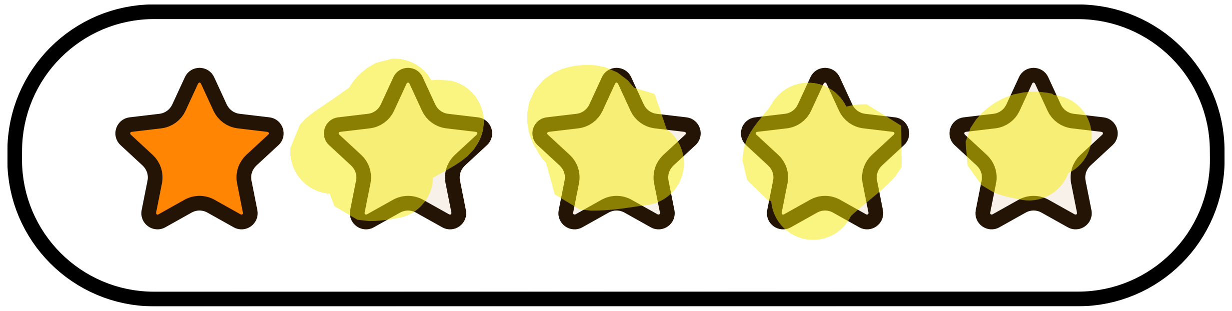


Activity

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

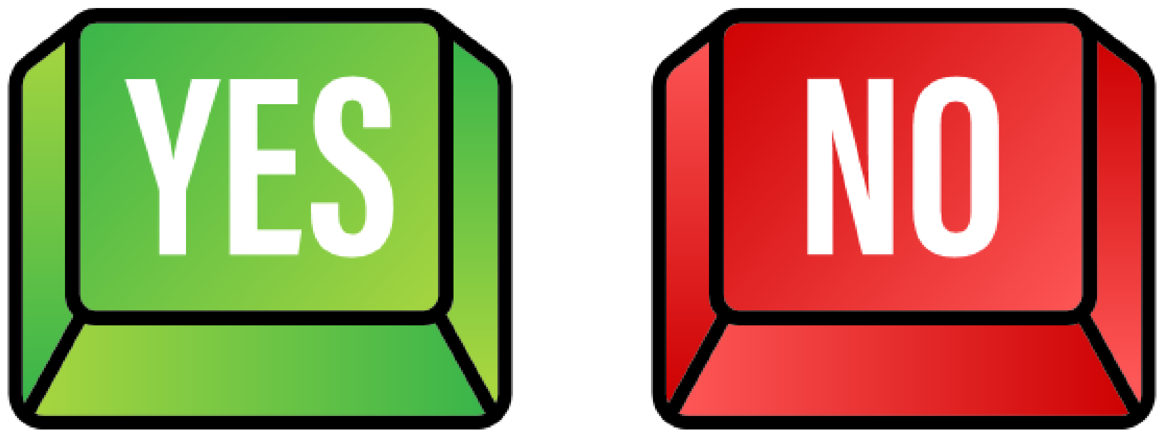
Evidence #1

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

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

Evidence #3

Back In Business

Research in to the cost of using delviery apps reveals that delivery platforms charge commission 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"

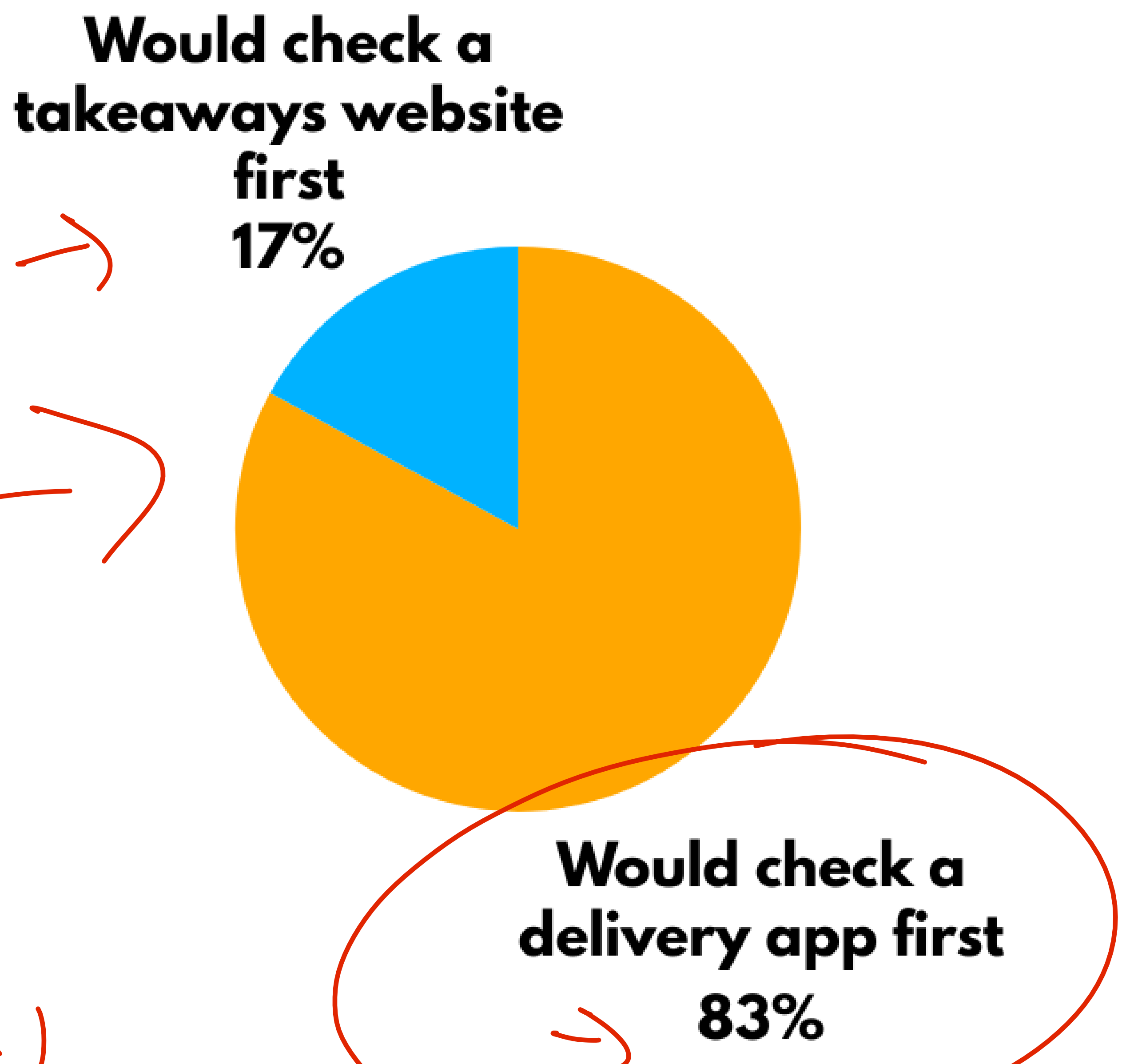
Judge its relevance and reliability ->

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.



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 ->

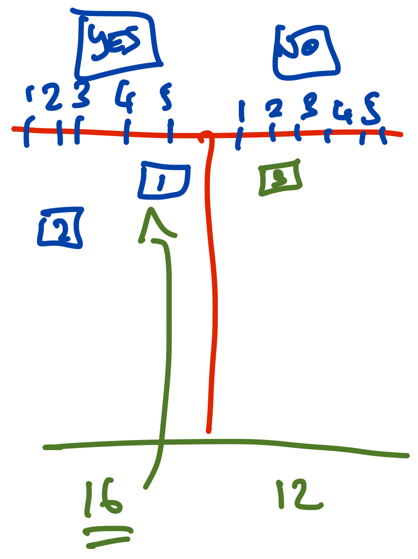
Identify any weakness/limitation with the evidence

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

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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?

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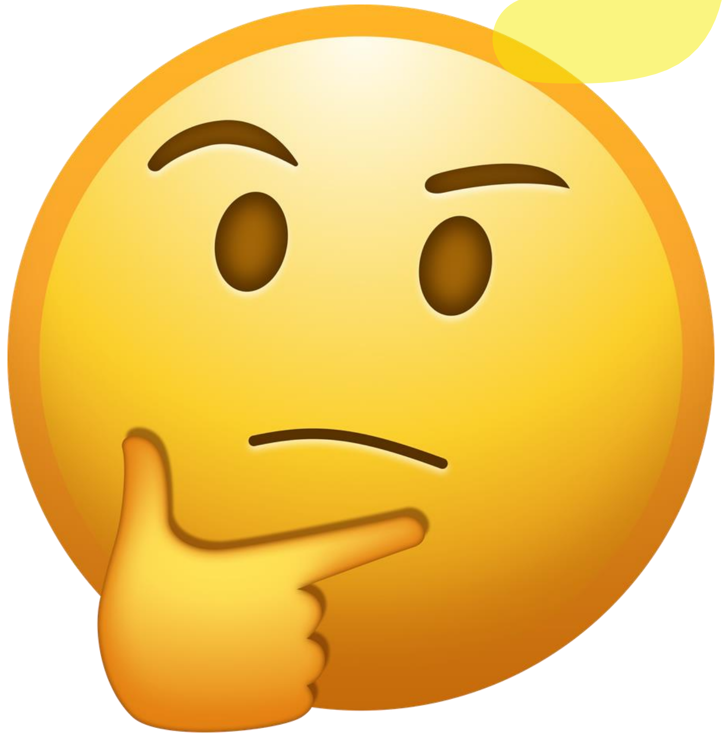
Use a delivery app like Deliveroo but with an adjusted marketing mix - certain meal bundles, different pricing, limited or exclusive menu

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? gaps
4. Could someone else reach a different conclusion from you using the same evidence? Why?

Take Home Point

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

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