**ANALYTICAL DECISION-MAKING**

**Learning Outcome 2: ACTIVITY 16**

**Data validity - HOMEWORK**

**Research the website of a global company of your choice.**

1. From your knowledge and experience, would you agree with the company’s statements about its activities and its results?
2. What else would you like to know?
3. What other evidence or sources of information can you use to validate the company’s statements about it activities?
4. Research some of these sources. Does the information tally with what is on the website or does it raise questions?

*Hint: remember a company’s website is used as a marketing tool.*