**ANALYTICAL DECISION-MAKING**

**Learning Outcome 2: ACTIVITY 5**

**Data sources**

In small groups, research the website of a global company of your choice. (This may be the company selected for assignment or another suggested by your tutor.)

1. Identify what internal, market and external sources of data would have been used, to prepare the information contained in this website.
2. Provide links to sources of evidence where possible.
3. Suggest how you would corroborate this information.

*Prepare a presentation and give feedback to the rest of the class.*

**Internal**

*Examples*

Customer sales records

Production data

Accounting reports

Personnel information

**Market**

*Examples*

Customer satisfaction surveys

Distribution network reports

Supplier data

Competitor activity

(Connected ) stakeholder responses (eg shareholder activity, consumer and trade/industry research reports)

News, media and trade press

**External**

Examples

Global organisation reports (eg UN, OECD, WTO)

National government reports

Social and demographic data

Economic data

Financial and Business Risk reports