

Teacher Background

Data analysis, charts, and graphs take on new relevance as students serve as part of the sales and marketing division of **Thirsty World Beverages, Inc.** They are to analyze beverage orders placed for four different machines at Washington School during a one-month period. The report each team produces will be examined as part of the semi-annual employee evaluation process. Project guidelines and a scoring rubric have been provided to guide their efforts.

Students find percentages and develop bar and circle graphs based on the data provided. Many teachers introduce or review these skills prior to completing **Thirsty World Beverages, Inc.** with their students. Others use the activity to teach students to create simple spreadsheets and graphs with software available at school. Both approaches promote mathematical competence and require quality thinking from students. The use of calculators is encouraged. While teachers typically have students work with data from all four teams, you can have students focus on different teams and then work through the analysis and comparisons together.

Although a formal presentation isn't mandatory, **Thirsty World Beverages, Inc.** is an excellent vehicle through which students can further develop their communication skills. A rubric is provided for the various components of the activity.

Extension Opportunities

- Students use the data provided to determine the revenue generated for each team for the month of October. They then make recommendations about how it might be spent.
- Develop Ad campaigns to increase beverage sales at Washington.
- Involve family or community members with careers in sales and marketing to speak with the students.
- Have students help organize, promote, monitor, and evaluate an upcoming school-wide fundraiser.
- Explore the idea for installing vending machines with healthy choices at your school.