

Database Directions

1. Start your database software program.
2. Recreate the table from the previous page using your spreadsheet program.
3. Perform the sort function on the data in the four categories of assets.
4. Save your sorted databases.
5. Print out a copy of your work if your teacher has instructed you to do so.
6. Answer the following questions.

Interpreting Results

1. How many of the types of firms with total assets of \$10,000–\$249,000 spent over 1.5 percent of their sales on advertising? Which category of business spent the largest percentage? Which the smallest percentage?

2. By examining the results of all four sorts, determine who spent the largest and smallest percentage of their sales on advertising.

Drawing Conclusions

3. What reasons could you give for some data not being available?

4. Based on the information collected, would you recommend to the owner of a sporting goods store to spend exactly 2.05 percent of sales on advertising?
