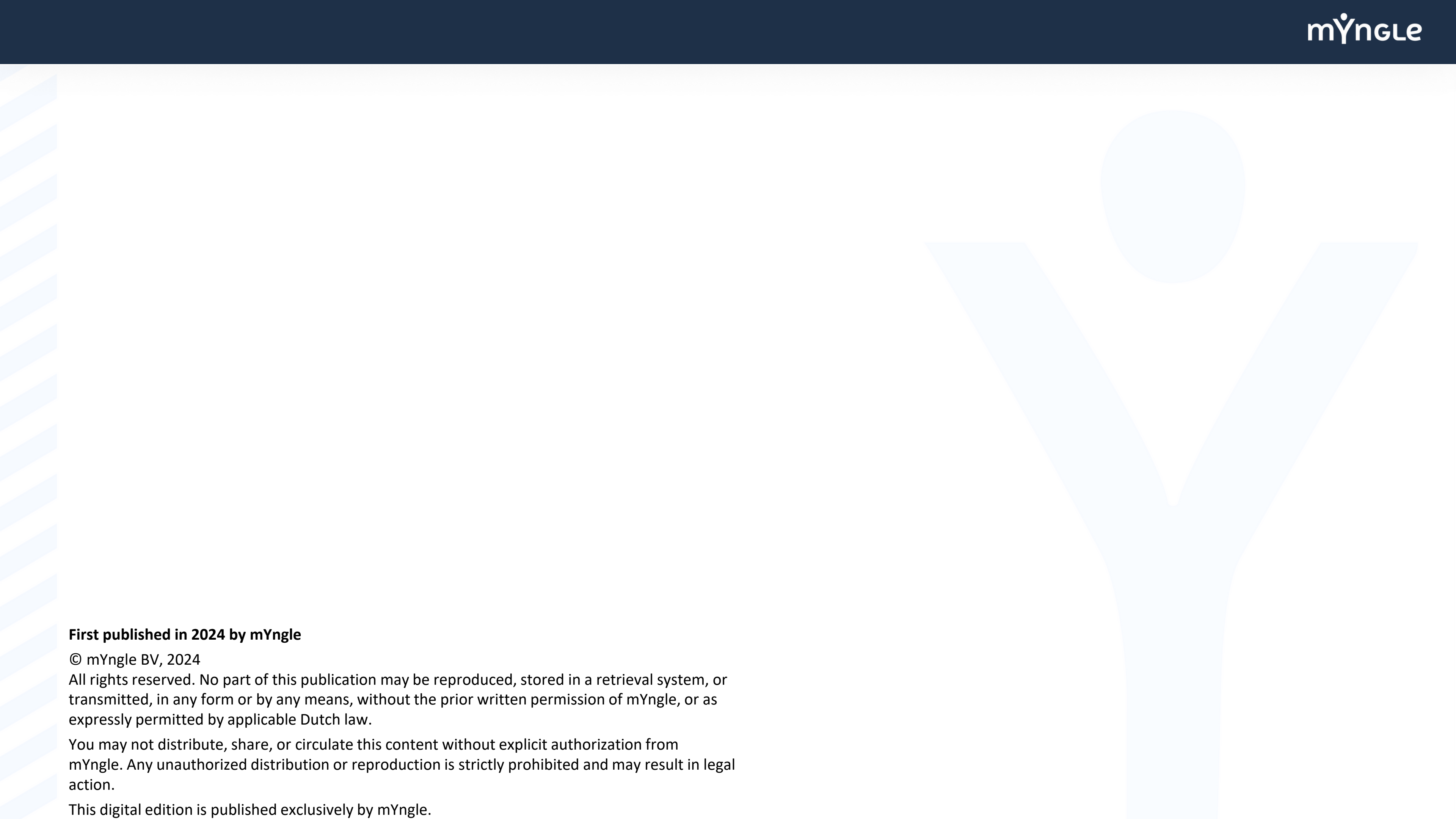


mYngle

Business Upper Intermediate

Homework - Unit 12: Data



The background features a dark blue header with the mYngle logo. On the left, there is a vertical strip with diagonal light blue and white stripes. On the right, there is a large, faint, light blue graphic of a person with arms raised, holding a circular object above their head.

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1. Read through all the illustrative sentences carefully. Next, read the list of data-related phrases. Match each illustrative sentence with the data-related phrase that best describes it.

- disclose personal information
- data-driven decision-making
- encrypt credit card numbers
- keep records
- target users
- data analytics
- data breach
- make recommendations
- offer perks
- monitor behaviour
- customers demographics
- abuse trust
- analyse data

1. After you've read a few chapters, the app will suggest other titles you may find interesting. (_____)
2. To protect clients from identity theft, the system scrambles the digits on all stored financial cards. (_____)
3. The most recent corporate gathering included an unfortunate announcement that unauthorized access to client email addresses had occurred.(_____)
4. Managers make pivotal choices not based on gut feeling but on what the metrics tell them. (_____)
5. The team sifted through large datasets to unearth valuable insights on what makes their customers happy. (_____)
6. Sadly, the platform lost its credibility when it was found to be misusing sensitive user information. (_____)
7. Frequent shoppers receive exclusive discounts and early access to new products, thanks to a loyalty program. (_____)
8. The app tailors your workout plans based on the patterns it notices in your exercise and diet. (_____)
9. The ads you see while browsing are no accident; they are curated based on your age, location, and shopping habits. (_____)
10. A recent update in the mobile app now tracks how often you log in and what features you use, to ensure a smooth user experience. (_____)
11. The company was in hot water after it was discovered that they were sharing customer emails with third-party advertisers without consent. (_____)
12. For liability and compliance, our medical facility maintains a detailed history of all patient interactions for a minimum of seven years. (_____)
13. To gain a competitive edge, the organization heavily relies on sophisticated algorithms that make sense of big data. (_____)

2. Fill in the blanks with the appropriate phrases from the list.

- disclose personal information
- data-driven decision-making
- encrypt credit card numbers
- keep records
- target users
- data analytics
- data breach
- make recommendations
- offer perks
- monitor behaviour
- customers demographics
- abuse trust
- analyse data

1. It is important not to _____ by sharing confidential information with unauthorized individuals.
2. The company hired a team of experts to _____ and provide valuable insights.
3. Never _____ online or to unknown sources, as it may lead to identity theft.
4. To ensure secure transactions, it is essential to _____ to protect sensitive financial information.
5. It's crucial for businesses to _____ of all customer interactions for future reference.
6. Based on the collected data, the software can _____ on product tailored to each user.
7. The organization implemented a system to _____ to identify any suspicious or inappropriate activities.
8. As a part of the loyalty program, the company would _____ such as discounts and exclusive offers.
9. The marketing team aims to _____ based on their preferences and interests to maximize engagement.
10. _____ involves examining large datasets to uncover patterns and trends for informed decision-making.
11. The company follows a _____ approach, using data to guide strategic choices.
12. By analyzing _____, businesses can understand their target audience better.
13. A _____ can lead to severe consequences, including unauthorized access to sensitive information.

3. Read the following text and respond to the questions that follow.

SolarWinds: Navigating the Treacherous Waters of a 2020 Data Breach

In 2020, SolarWinds, a renowned IT management software company, experienced a data breach that shook the cybersecurity world. The breach compromised thousands of organizations, including top-tier government entities in the United States.

Before the breach, SolarWinds specialized in helping organizations make recommendations for optimizing IT operations through data-driven decision-making. Utilizing advanced data analytics, they would analyze data to offer tailored solutions. Even as they gathered customer demographics to better target users, they would offer perks like detailed analytics reports and security advisories.

Despite these advantages, the breach showed that SolarWinds failed to encrypt credit card numbers and other confidential information adequately. Their monitoring behavior wasn't robust enough to detect the sophisticated methods used by the hackers. This was an example of how even companies steeped in data analytics can abuse trust by neglecting the security aspects of data management.

Upon discovering the breach, SolarWinds acted swiftly to assess the impact. They kept meticulous records of every event related to the breach for future audits and investigations. They disclosed personal information that was compromised and alerted the affected organizations, advising them to update passwords and implement additional security measures.

In the aftermath, SolarWinds invested in more advanced cybersecurity tools to enhance data encryption and initiated a series of webinars to make recommendations to their clients on best practices for securing their environments. They took this crisis as an opportunity to reinforce their commitment to data-driven decision-making, and doubled down on advanced techniques to analyze data and monitor behavior in the network.

The SolarWinds breach served as a reminder that data security is an ongoing process. It forced the company and its clients to reevaluate the safeguards in place for data management, underlining the need for continuous vigilance.

Questions:

1. How did SolarWinds use customer demographics in its business operations before the breach?
2. Which area of data management did SolarWinds neglect, thereby abusing trust?
3. What action did SolarWinds take immediately after discovering the data breach?
4. What perks did SolarWinds offer to its clients prior to the breach?
5. After the breach, did SolarWinds abandon or reinforce its commitment to data-driven decision-making?

1. Match each phrase with its corresponding definition.

Phrases:

- Crunch the numbers
- Bring to the table
- To get up to speed
- Break down
- Zero in
- To break down
- Dial down
- Touch on
- Read between the lines

Definitions:

- A. Adjust the intensity or focus of something in a diminishing manner.
- B. To acquire the latest information or updates quickly to become current.
- C. Making a complex issue easier to understand by dividing it into smaller parts.
- D. To examine an issue or topic briefly during a discussion.
- E. To mentally navigate through or understand implied or hidden meanings in communication.
- F. To execute meticulous mathematical calculations often related to data or statistics.
- G. Concentrate or focus intently on a specific subject, often to solve a problem.
- H. To contribute a unique skill or quality that enhances a situation or group.
- I. To decompose a larger subject into simpler elements for better understanding.

2. Find in the text the synonyms for phrases 1-9 in exercise 1.

Navigating the Data Ocean: The Emerging Role of Big Data in Weather Forecasting

The weather affects everyone, from farmers to city dwellers, and accurate forecasting can offer significant advantages. Traditionally, meteorological agencies have focused on a handful of variables, such as temperature and pressure, to offer general predictions. However, the surge of big data technologies allows these agencies to reassess their approaches and become better equipped. New computational methods enable forecasters to calculate extensive sets of data swiftly, providing a much richer and more detailed understanding of weather patterns. This skill contributes uniquely to the meteorological community, helping to modernize outdated systems.

For those who are unfamiliar with big data's role in weather prediction, catching up quickly is essential. It's not just about a plethora of data points; it's about how they interact with one another to create intricate, dynamic models. To simplify the issue, let's dissect it into its essential components: data acquisition, analysis, and application. When forecasters scrutinize specific variables like wind speed or humidity, they gain a more nuanced view of the overall situation.

The advent of machine learning algorithms allows these models to be fine-tuned. The focus is increasingly shifting to data anomalies that have previously gone unnoticed, offering fascinating new avenues for research and prediction. Additionally, there's a need to lessen the jargon and make these complex ideas accessible to the general public. Forecasters should briefly discuss how big data technologies are revolutionizing the way we look at weather, without overwhelming their audience with technicalities.

By understanding the unspoken implications of this shift, one realizes that big data isn't merely a technological advancement; it's an entirely new way of interpreting the world around us.

3. Choose the correct option.

1. The team leader asked the data analyst to _____ and provide a detailed report on the sales trends.
a) crunch the numbers b) break down c) add up d) touch on
2. During the meeting, each participant was encouraged to _____ and contribute their ideas.
a) bring to the table b) zero in c) dial down d) read between the lines
3. Our new employee is a quick learner and managed _____ with the company's procedures in just a few days.
a) to get up to speed b) to break down c) to fall into place d) to binge-watch
4. The instructor used simple language to _____ complex concepts, making them easier to understand.
a) touch on b) dial down c) add up d) break down
5. The detective had to _____ the clues to solve the mysterious crime.
a) read between the lines b) crunch the numbers c) bring to the table d) zero in
6. After weeks of research, the team _____ the root cause of the technical issue.
a) to break down b) to fall into place c) to get up to speed d) to add up
7. Mark decided to _____ his work commitments to spend more time with his family.
a) touch on b) dial down c) binge-watch d) zero in
8. The speaker only had a few minutes, so they could only _____ some key points during the presentation.
a) break down b) read between the lines c) add up d) touch on
9. To understand the full meaning of the poem, you need to _____ and pay attention to the underlying messages.
a) crunch the numbers b) bring to the table c) fall into place d) read between the lines

1. Match the phrases with the categories.
2. Fill in the gaps with the phrases in 1 (there is one phrase that you don't need).

The overriding trend is ...
Could you fill us in on ... ?
(Simon) claimed that ...
How do these figures compare to/with ... ?
According to (a recent survey), ...
Apparently, a recent study shows ...
How should we interpret (this drop)?
(Simon) assured us that ...
Could you give us the lowdown on ... ?
In general, ...
The bottom line is ...
Can we look at the figures ... ?
Supposedly, ...
So, what are the facts and figures?
Roughly speaking ...
What's that in terms of (growth)?
Overall, things are looking positive / up / gloomy.

Asking for / checking data	Reporting information	Summarizing findings

The Importance of Data in Public Health Decisions

Public health is a crucial sector where data plays a significant role in shaping policies and interventions. (1) _____ there's been a shift towards more data-driven decisions. This has been especially vital during the global pandemic.

(2) _____, _____ that data analytics have helped to control the spread of infectious diseases more effectively. This is crucial because (3) _____ during a conference last year, the significance of timely data cannot be overstated.

However, it's important to be cautious. (4) _____ that relying solely on raw data can sometimes give a skewed understanding of public health issues. So, (5) _____ last year's flu season? Surprisingly, they are almost comparable, which brings us to an important question: (6) _____?

(7) _____ the impact of pollution on public health? 'It has a far-reaching effect, especially on respiratory diseases. (8) _____ it can decrease the average lifespan in highly polluted areas by up to three years.'

(9) _____, interventions based on data have been more successful in targeting the root causes of public health issues. (10) _____ we have better surveillance systems and more accurate predictive models. '(11) _____ the new vaccination program?'

When we examine global statistics, (12) _____: data is indispensable for public health. It's the foundation upon which effective strategies are built. '(13) _____ for different countries?' The impact of data in public health seems to be universally beneficial. (14) _____, the average increase in successful interventions is about 20%.

'(15) _____?' Data not only helps in understanding the current state but also in predicting future outbreaks. (16) _____ the focus should be on incorporating more real-time data to make even more informed decisions.

Asking for/ checking data

- *Could you fill us in on ... ?*
- *Could you give us the lowdown on ... ?*
- *Can we look at the figures ... ?*
- *So what are the facts and figures?*
- *How do these figures compare to/with ... ?*
- *What's that in terms of (growth)?*
- *How should we interpret (this drop)?*

Reporting information

- *According to (a recent survey), ...*
- *Apparently, a recent study shows ...*
- *Supposedly, ...*
- *Roughly speaking ...*
- *(Simon) claimed that ...*
- *(Simon) assured us that ...*

Summarizing findings

- *The bottom line is ...*
- *The overriding trend is ...*
- *In general, ...*
- *Overall, things are looking positive / up / gloomy.*

1. Choose the best option.

1. A significant and rapid upward change, often in financial or numerical terms.
a) plummet b) rocket c) dip
2. A sharp, sudden drop in value, amount, or quality.
a) nosedive b) increase c) rocket
3. A moderate decline in value or quantity, often temporary.
a) plunge b) dip c) skyrocket
4. To experience a drastic decline, often very quickly.
a) plummet b) increase c) rocket
5. A drastic increase, especially in a very short span of time.
a) plummet b) nosedive c) skyrocket
6. To fall or drop abruptly, especially from a high place or level.
a) plunge b) dip c) increase
7. A noticeable upward trend or growth in value, amount, or numbers.
a) increase b) plummet c) plunge

2. Complete the sentences with the words below (multiple options are possible).

- increase
- nosedive
- dip
- rise
- decline
- plummet
- improve
- jump
- peak
- drop
- rocket
- plunge
- fall
- decrease
- skyrocket

1. The stock prices began to _____ after the company announced its new product.
2. After the initial excitement, interest in the fad started to _____.
3. The rate of inflation began to _____ significantly after the new economic policy was introduced.
4. Despite expectations, the company's profits took a _____ this quarter.
5. Sales usually _____ during the holiday season.
6. Due to a scandal, the CEO's popularity took a _____.
7. The new marketing campaign helped revenue _____ to an all-time high.
8. Unexpectedly, the price of oil began to _____.
9. The company's shares _____ by 10% after they won a major contract.
10. His performance started to _____ after taking the new training course.
11. In the fourth quarter, sales began to _____, worrying investors.
12. There was a slight _____ in sales during March, but it quickly recovered.
13. In the first year, the start-up's growth was slow but then it started to _____.
14. During the recession, many businesses saw their profits _____.
15. The athlete's career _____ after winning the gold medal.

3. Draw a graph according to the description.

The graph shows Tesla's quarterly revenue from Q1 2019 to Q2 2021. The x-axis represents time in quarters, while the y-axis represents revenue in billions of dollars. In Q1 2019, Tesla's revenue was at \$4.5 billion and saw a dip to \$4.1 billion in Q2 2019. However, in Q3 2019, revenue began to improve, reaching \$6.3 billion.

2020 started off strong with a peak revenue of \$7.4 billion in Q1, but due to the pandemic's impact, it saw a sharp decline to \$6 billion in Q2. The numbers then skyrocketed to an all-time high of \$8.8 billion in Q3 2020. Unfortunately, this uptrend didn't last long; Q4 2020 experienced a plunge to \$7.6 billion.

In 2021, Q1 revenue took a nosedive to \$6 billion, mirroring the drop seen in 2020. However, by Q2 2021, the numbers started to rocket again, soaring to \$9.8 billion. Despite the periodic plummet and dips, the general trend for Tesla's quarterly revenue over this period shows a strong improvement.

4. Describe the graph.



Reporting

- 1. You can report what something or someone says by using either direct speech or reported speech

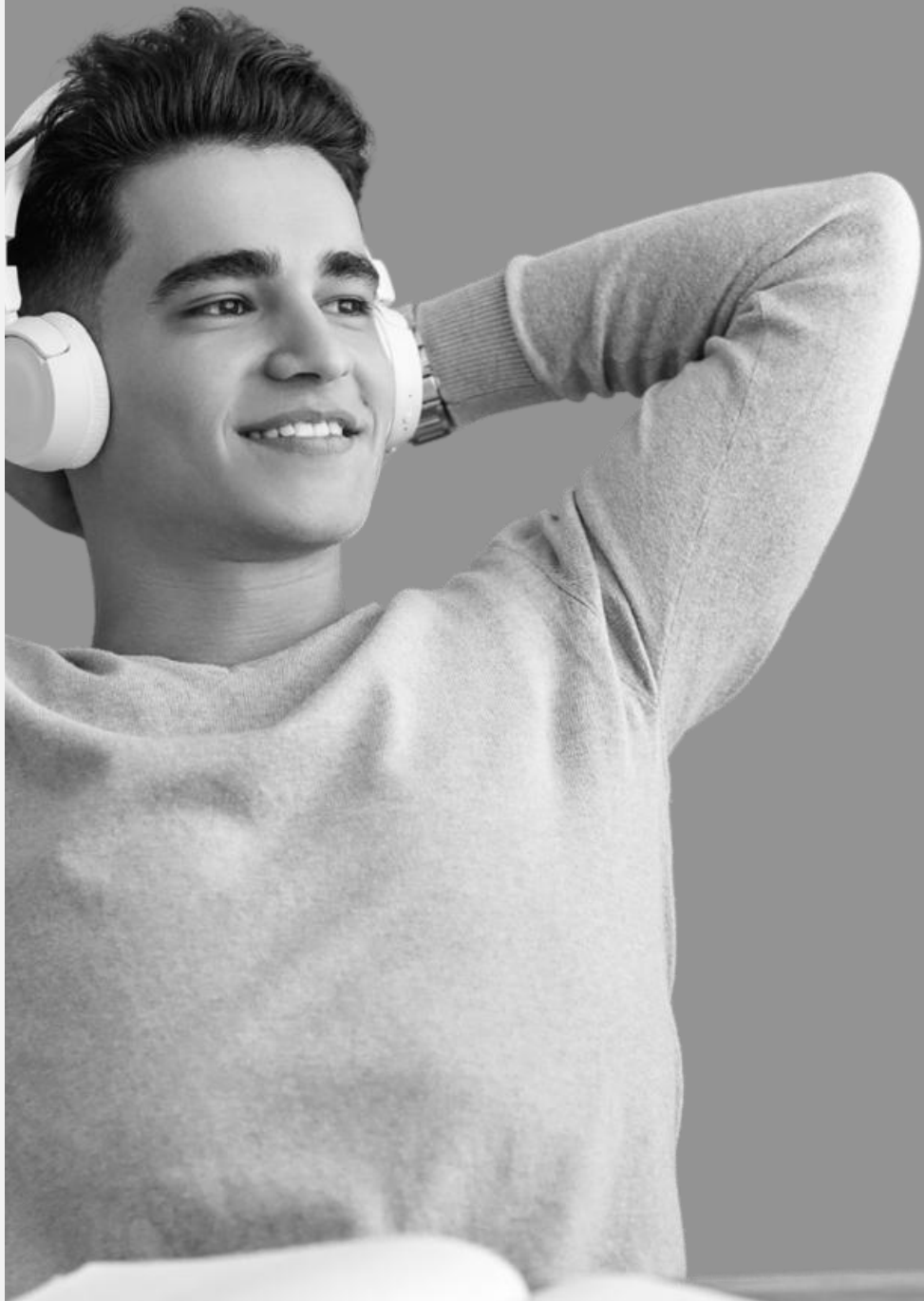
Direct: *She said, 'I have to send the reports.'*
Reported: *She said (that) she had to send the reports.*

- 2. To report what someone said, thought or asked we use reporting verbs: *say, tell (someone), explain, complain, think, wonder, ask, want to know, etc.*

- 3. The main verb usually moves back a tense if the reporting verb is in the past: *'Inflation **is** increasing.'* → *He **said** inflation **was** increasing.*

When the reporting verb is in the past tense, the table shows the tense changes in reported speech:

Direct speech	Reported speech
<i>Present simple</i>	<i>Past simple</i>
<i>Present continuous</i>	<i>Past continuous</i>
<i>Simple Past</i>	<i>Past perfect</i>
<i>Past continuous</i>	<i>Past perfect continuous</i>
<i>Present perfect</i>	<i>Past perfect</i>
<i>Pres perf continuous</i>	<i>Past perf continuous</i>
<i>Past perfect</i>	<i>No change</i>
<i>Past perf continuous</i>	<i>No change</i>
<i>am / is / are going to</i>	<i>was / were going to</i>
<i>will future</i>	<i>would future</i>



4. Modal verbs change as follows:

Direct speech	Reported speech
<i>can</i>	<i>could</i>
<i>may</i>	<i>might</i>
<i>must</i>	<i>had to</i>
<i>need</i>	<i>needed</i>
<i>will</i>	<i>would</i>

5. If the reporting verb is in the present tense and the situation is still current, the tense doesn't change.

*'I really **enjoy** traveling for work.'*

→ He **says** he really **enjoys** traveling for work.

6. To report *Wh-* questions: retain the question word, but change the tense (as above) and change the subject-verb word order:

*Where **is Jack** traveling?*

→ He asked me where **Jack was** travelling.



7. To report a yes/no question, use **if** or **whether**.

Has Nazareno said that he is coming to the meeting?

→ He asked me **if / whether** Nazareno was coming to the meeting.

Time references

For reported speech, the time references change:

'I'll speak to him this week.' → *He said he'd speak to him last week.* (reported the week after)

Common changes include:

now → **then**, **today** → **that day**,

yesterday → **the day before**,

this morning → **that morning**, **next year** → **the following year**

1. Rewrite each sentence in the reported speech.

1. The manager said, "The meeting is postponed."

2. Sarah told the team, "I'll send the report by end of day."

3. Mark said, "We exceeded our quarterly goals."

4. Emily stated, "The project is on track."

5. The CEO announced, "We are launching a new product."

6. John said, "I have to reschedule the conference call."

7. Lisa confirmed, "The client approved the proposal."

8. Tom informed us, "I'll be on vacation next week."

9. The HR manager asked, "Did you submit your timesheets?"

10. The client inquired, "Will the project be completed on time?"

11. Susan questioned, "Is the budget approved?"

2. Complete the sentences with *say* or *tell*.

1. Can you please _____ me when the meeting will start?
2. They didn't _____ anything about changing the project deadline.
3. Did the manager _____ you why he was late?
4. I have something important to _____.
5. Why didn't you _____ that you were going to be absent yesterday?
6. She didn't _____ a word during the entire meeting.
7. Sam couldn't help me. He _____ me to ask Denis.

 extra grammar

Say or tell

- We **say** *something* and we **tell** *somebody*.

Sue **said** she was confident about the success of the project.

Sue **told me** that everything was on track.

- We never use **to** between *tell* and the object.

He **told me** what happened in the meeting. (NOT ~~told to me~~)

- We can use **to** after *say*.

I think the boss wanted to **say** something **to** Nick.

3. Find and correct a mistake in each sentence.

1. Alice said that she will attend the webinar tomorrow. _____
2. Bob exclaimed that their team had scored highest in sales! _____
3. Carla asked if do you know the WiFi password. _____
4. David said he has finished the financial report. _____
5. Emma informed that the printer is being out of paper. _____
6. Frank said he can't make to the team lunch. _____
7. Gina announced that they have secured a new contract. _____
8. Harry said he's working from home today. _____
9. Irene questioned if the quarterly results are finalized. _____

4. Rewrite the conversation in reported speech.

Amy: "Hey, John! How's your day going?"

John: "Oh, hi Amy! My day's been pretty busy. How about yours?"

Amy: "Same here. I've been working on that new project."

John: "Oh, the one for the marketing team?"

Amy: "Yes, exactly. There's a lot to do before the deadline next week."

John: "I can imagine. Hey, do you want to grab lunch together later?"

Amy: "That sounds great, but I already have a meeting during lunchtime."

John: "No worries, maybe another time then."

Amy: "Definitely, let's plan for that!"



mYngle

Business Upper Intermediate

Unit 12: Data

Homework – Answer Key

Exercise 1

- | | |
|--------------------------------|-----------------------------------|
| 1. Make recommendations | 8. Target users |
| 2. Encrypt credit card numbers | 9. Customers demographics |
| 3. Data breach | 10. Monitor behavior |
| 4. Data-driven decision-making | 11. Disclose personal information |
| 5. Analyze data | 12. Keep records |
| 6. Abuse trust | 13. Data analytics |
| 7. Offer perks | |

Exercise 2

- | | |
|----------------------------------|---------------------------------|
| 1. Abuse trust | 8. Offer perks |
| 2. Analyze data | 9. Target users |
| 3. Disclose personal information | 10. Data analytics |
| 4. Encrypt credit card numbers | 11. Data-driven decision-making |
| 5. Keep records | 12. Customers' demographics |
| 6. Make recommendations | 13. Data breach |
| 7. Monitor behavior | |

Exercise 3

1. SolarWinds used customer demographics to better target users with tailored solutions.
2. SolarWinds neglected the security aspects of data management, particularly the encryption of confidential information.
3. After discovering the breach, SolarWinds disclosed the compromised personal information and alerted the affected organizations.
4. Before the breach, SolarWinds offered perks like detailed analytics reports and security advisories to its clients.
5. After the breach, SolarWinds reinforced its commitment to data-driven decision-making.

Exercise 1

1. **Crunch the numbers: (f)** To execute meticulous mathematical calculations often related to data or statistics.
2. **Bring to the table: (h)** To contribute a unique skill or quality that enhances a situation or group.
3. **To get up to speed: (b)** To acquire the latest information or updates quickly to become current.
4. **Break down: (c)** Making a complex issue easier to understand by dividing it into smaller parts.
5. **Zero in: (g)** Concentrate or focus intently on a specific subject, often to solve a problem.
6. **To break down: (i)** To decompose a larger subject into simpler elements for better understanding.
7. **Dial down: (a)** Adjust the intensity or focus of something in a diminishing manner.
8. **Touch on: (d)** To examine an issue or topic briefly during a discussion.
9. **Read between the lines: (e)** To mentally navigate through or understand implied or hidden meanings in communication.

Exercise 2

1. **Crunch the numbers:** *"calculate extensive sets of data swiftly"*
2. **Bring to the table:** *"This skill contributes uniquely"*
3. **To get up to speed:** *"catching up quickly is essential"*
4. **Break down:** *"To simplify the issue"*
5. **Zero in:** *"scrutinize specific variables"*
6. **To break down:** *"dissect it into its essential components"*
7. **Dial down:** *"lessen the jargon"*
8. **Touch on:** *"briefly discuss"*
9. **Read between the lines:** *"understanding the unspoken implications"*

Exercise 3

1. a) crunch the numbers
2. a) bring to the table
3. a) to get up to speed
4. d) break down
5. d) zero in
6. a) to break down
7. b) dial down
8. d) touch on
9. d) read between the lines

Exercise 1

Asking for / checking data	Reporting information	Summarizing findings
<i>Could you fill us in on ... ?</i>	<i>(Simon) claimed that ...</i>	<i>The overriding trend is ...</i>
<i>How do these figures compare to/with ... ?</i>	<i>According to (a recent survey), ...</i>	<i>Overall, things are looking positive / up / gloomy.</i>
<i>How should we interpret (this drop)?</i>	<i>Apparently, a recent study shows ...</i>	<i>In general, ...</i>
<i>Could you give us the lowdown on ... ?</i>	<i>Supposedly, ...</i>	<i>The bottom line is ...</i>
<i>Can we look at the figures.. ?</i>	<i>Roughly speaking ...</i>	
<i>So what are the facts and figures?</i>	<i>(Simon) assured us that ...</i>	
<i>What's that in terms of (growth)?</i>		

Exercise 2

- 1. The overriding trend is
- 2. Apparently, a recent study shows
- 3. Simon claimed that
- 4. Simon assured us that
- 5. How do these figures compare to/with
- 6. How should we interpret this drop
- 7. Could you fill us in on
- 8. According to a recent survey
- 9. In general
- 10. Supposedly
- 11. Could you give us the lowdown on ...
- 12. The bottom line is
- 13. Can we look at the figures
- 14. Roughly speaking
- 15. So, what are the facts and figures?
- 16. Overall, things are looking positive

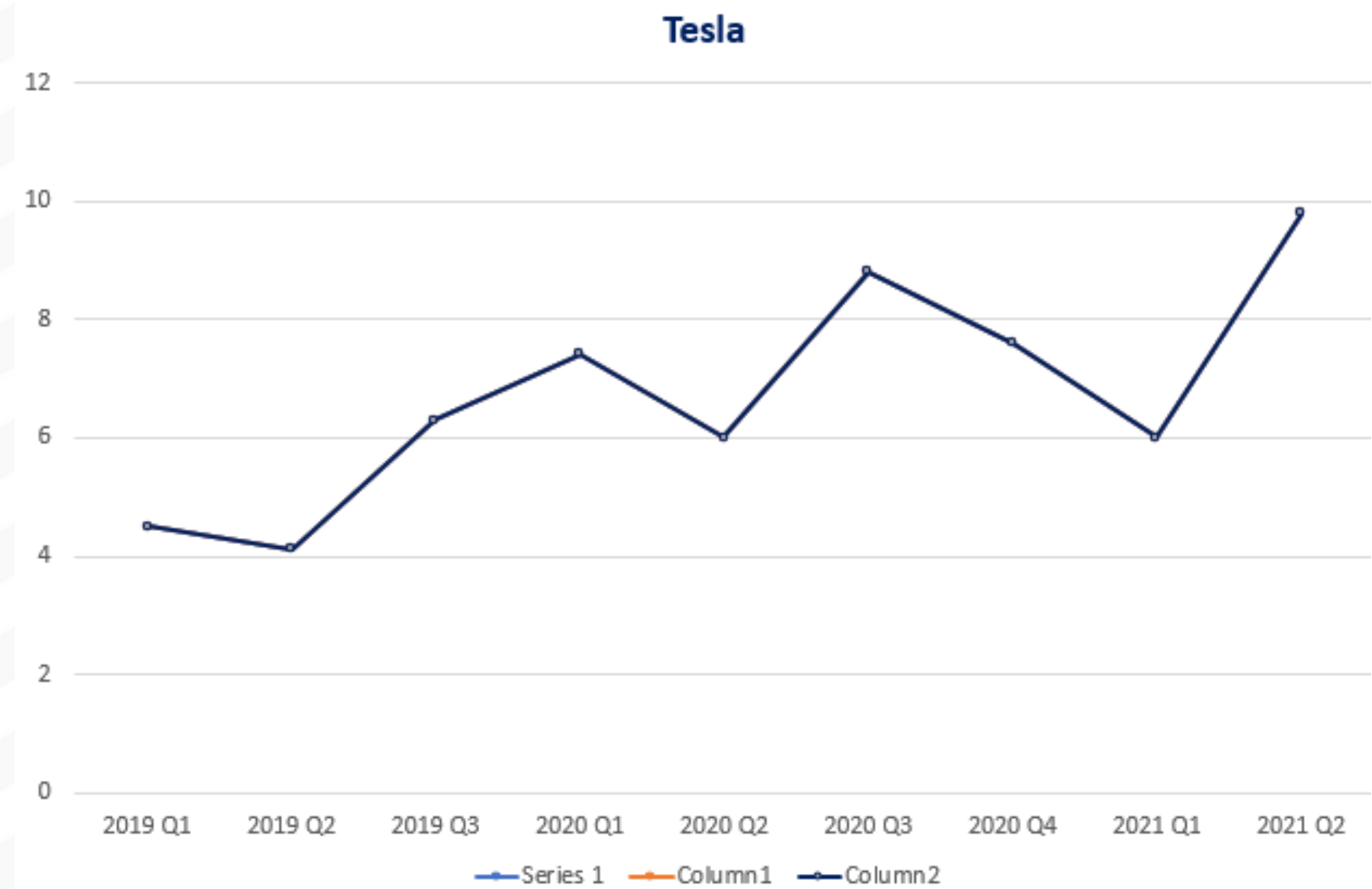
Exercise 1

1. A significant and rapid upward change, often in financial or numerical terms. **b) rocket**
2. A sharp, sudden drop in value, amount, or quality. **a) nosedive**
3. A moderate decline in value or quantity, often temporary. **b) dip**
4. To experience a drastic decline, often very quickly. **a) plummet**
5. A drastic increase, especially in a very short span of time. **c) skyrocket**
6. To fall or drop abruptly, especially from a high place or level. **a) plunge**
7. A noticeable upward trend or growth in value, amount, or numbers. **a) increase**

Exercise 2

1. The stock prices began to rocket after the company announced its new product.
2. After the initial excitement, interest in the fad started to decline.
3. The rate of inflation began to increase significantly after the new economic policy was introduced.
4. Despite expectations, the company's profits took a nosedive this quarter.
5. Sales usually peak during the holiday season.
6. Due to a scandal, the CEO's popularity took a plunge.
7. The new marketing campaign helped revenue skyrocket to an all-time high.
8. Unexpectedly, the price of oil began to fall.
9. The company's shares jumped by 10% after they won a major contract.
10. His performance started to improve after taking the new training course.
11. In the fourth quarter, sales began to decrease, worrying investors.
12. There was a slight dip in sales during March, but it quickly recovered.
13. In the first year, the start-up's growth was slow but then it started to rise.
14. During the recession, many businesses saw their profits plummet.
15. The athlete's career improved after winning the gold medal.

Exercise 3



Exercise 4

The company's revenue follows a fluctuating pattern throughout the year:

- In January, the revenue starts at \$1,000.
- It increases in February to \$1,500, indicating growth.
- In March, there's a further increase to \$1,800, suggesting a positive trend.
- April shows a substantial spike in revenue, jumping to \$9,990, which could be due to a special event or significant sales.
- May sees a decrease back to \$1,000, which might be a normal seasonal dip.
- In June, revenue starts to recover, reaching \$1,100.
- July continues the upward trend, with revenue at \$1,200.
- August shows a significant boost, reaching \$4,000, potentially indicating a successful summer season or a new business strategy.
- September maintains the growth, with revenue at \$1,300.
- October also sees healthy revenue at \$1,800.
- November indicates a slight increase to \$2,000, potentially due to holiday season preparations.
- December concludes the year on a positive note with revenue at \$2,100, possibly driven by holiday sales.

Overall, the company's revenue experiences fluctuations but generally shows growth and seasonality throughout the year, with the highest point in April and a strong finish in December. This data could be used to analyze sales trends and make strategic decisions for the future.

Exercise 1

1. The manager said that the meeting was postponed.
2. Sarah told the team that she would send the report by the end of the day.
3. Mark said that they had exceeded their quarterly goals.
4. Emily stated that the project was on track.
5. The CEO announced that they were launching a new product.
6. John said that he had to reschedule the conference call.
7. Lisa confirmed that the client had approved the proposal.
8. Tom informed us that he would be on vacation the next week.
9. The HR manager asked if we had submitted our timesheets.
10. The client inquired if the project would be completed on time.
11. Susan questioned whether the budget was approved.

Exercise 2

1. Can you please tell me when the meeting will start?
2. They didn't say anything about changing the project deadline.
3. Did the manager tell you why he was late?
4. I have something important to say.
5. Why didn't you tell that you were going to be absent yesterday?
6. She didn't say a word during the entire meeting.
7. Sam couldn't help me. He told me to ask Denis.

Exercise 3

1. Alice said that she will attend the webinar tomorrow.
 - *Correct: Alice said that she would attend the webinar tomorrow.*
2. Bob exclaimed that their team had scored highest in sales!
 - *Correct: Bob exclaimed that their team had scored the highest in sales.*
3. Carla asked if do you know the Wi-Fi password.
 - *Correct: Carla asked if you knew the Wi-Fi password.*
4. David said he has finished the financial report.
 - *Correct: David said he had finished the financial report.*
5. Emma informed that the printer is being out of paper.
 - *Correct: Emma informed that the printer was out of paper.*
6. Frank said he couldn't make to the team lunch.
 - *Correct: Frank said he couldn't make it to the team lunch.*
7. Gina announced that they have secured a new contract.
 - *Correct: Gina announced that they had secured a new contract.*
8. Harry said he's working from home today.
 - *Correct: Harry said he was working from home that day.*
9. Irene questioned if the quarterly results are finalized.
 - *Correct: Irene questioned if the quarterly results were finalized.*

Exercise 4

Amy said that her day had been pretty busy. John replied that his day had been busy as well. Amy stated that she had been working on the new project. John asked if it was the one for the marketing team, and Amy confirmed that it was. She added that there was a lot to do before the deadline the next week.

John then suggested grabbing lunch together later. Amy responded that it sounded great, but she already had a meeting during lunchtime. John said it was no worries and maybe they could do it another time. Amy agreed, stating they should definitely plan for that.