



As can be seen, these diagrams share data about changes in chocolate bar brands' market-share and their advertisement budget in the years 2000 and 2010.

A glance at the first diagram reveals that in the year 2000 Fantasy and Rum Punch had the highest proportion of the market with 31% and 21% **respectively**. Air-Light and Choc-Twist were closely behind with 19% and 17% respectively. And obviously Venus had the lowest proportion with mere 12%.

From the second and the third diagram we realize that by the end of this period Venus and Choc-Twist both faced an increase

in their advertising budget and/as well as their market-share. The former experienced an 18-percent-increase in its market-share with a 1.5-million-dollars-increase in its budget and the latter saw a 2%-increase in its market share with half a million increase in its budget. By the end of this period Rum Punch had the highest decline in market-share with 13% and also it decreased its advertising budget half a million dollars. Air-Light is the second highest spender by the end of this period but its market-share came down/shrank by 1%. Also Fantasy kept its budget at the same level but its market-share fell by 6%.

Overall, it is clear that there is a correspondence between the spending on advertisement and the market-share.