

Assessment 2 Template

Complete the TEEL tasks below. Please note that the use of AI is not permitted for this task.

1. Read the paragraph below.

Identify the TEEL structure in the paragraph.

Write the correct part of TEEL next to each sentence in the square brackets.

- **T: Topic Sentence**
- **EXP: Explanation**
- **E: Evidence / Example**
- **L: Link Sentence**

Paragraph

[**T**] Using data to make business decisions improves efficiency and reduces risk. Many businesses now analyse data to guide pricing, stock levels, and planning. [**EXP**] Research from McKinsey Global Institute (2017) found that data-driven organisations are significantly more likely to acquire customers and be profitable than those that rely on intuition. [**E**] This shows that using data can directly improve business performance. [**EXP**] It is not just about collecting information. [**EXP**] Additionally, businesses must also use the data to make informed decisions. [**EXP**] For example, data can highlight which products are selling well and which are not. [**E**] This allows managers to adjust quickly and reduce waste. [**EXP**] Over time, these small decisions can lead to higher profits and better use of resources. [**L**] Overall, using data supports more accurate and effective business decision making.

2. Find the cohesive devices in the above paragraph and highlight or underline them. Then fill in the answers for each below.

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|--|---|
| a. Device: Additionally, | Purpose: To add another supporting point. |
| b. Device: For example,
supports the main idea. | Purpose: To introduce an example that |
| c. Device: Overall,
summarizing the main point. | Purpose: To conclude the paragraph by |