

The Daughtry Times[®]

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Hot time on Cyber Monday

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Parija Bhatnagar

NEW YORK - Cyber Monday, the online retail world's version of Black Friday, got off to a busy start as many holiday shoppers logged on at work and trolled the Internet in an effort to bag a few more bargains.

Market research firm ComScore Networks expects total holiday online spending, excluding travel, for the two key months of November and December to jump 24 percent over last year to \$19 billion. On Black Friday alone, ComScore said consumers spent \$305 million online, which was up 22 percent versus last year. Cyber Monday online sales in 2004 came in at \$380 million, the firm said. That represented a 29 percent hike over 2003.

Online auctioneer eBay was the top online retailer on Black Friday, the report said, with 9.5 million unique visitors, followed by Amazon.com, with 4.6 million and walmart.com, which drew 3.4 million. Target.com, at 2.9 million unique visitors, and BestBuy.com, at 2.1 million, rounded out the top five online shopping destinations, Nielsen NetRatings said.

Retailers saw a stellar kickoff to the holiday season as Thanksgiving weekend sales jumped 22 percent to nearly \$28 billion, the National Retail Federation said Sunday. The average shopper spent an estimated \$302.81 over the weekend, the NRF report said.

The group said that more than 60 million shoppers headed to the stores on Black Friday, up 7.9 percent from last year. Another 52.8 million shopped Saturday, up 13.3 percent, and another 22 million were expected to be out Sunday, about in line with the turnout last year, the NRF said. Data from ShopperTrak showed combined Black Friday and Saturday sales were down 0.5 percent from a year ago to \$13.4 billion.

1. In paragraph form, define, compare and contrast "Black Friday" and "Cyber Monday."
2. Total online spending projections made by ComScore Networks over a period of two months represent a 24% increase from the previous year. At that rate, about how much money are they predicting would be made daily?
3. What was the difference in money made online "Black Friday" in comparison to "Cyber Monday?" Also, identify and label the minuend, subtrahend, and difference in the problem.
4. Rank the online retailers from greatest to least by financial success on "Cyber Monday."
5. Using the answer of number four, what is the mean? Median? Mode? Range? If applicable, outlier? Explain in complete sentences.
6. In your opinion, why do you believe sales climbed this past weekend? Explain.
7. Rank the number of daily shoppers between Friday and Sunday from greatest to least.
8. Using the answer of the previous question, what is the mean? Median? Mode? Range? If applicable, outlier? Explain in complete sentences.
9. In the passage above, in paragraph form, explain at least six ways using the "**Reading Across The Curriculum**" poster simplifies understanding of the material. Be specific.
10. List at least three ways using guidelines from the **Writing Guidelines** will make you a stronger and more convincing writer; specifically, on The Daughtry Times.
11. Using contextual clues, explain the meaning of the italicized word *economist* above.
12. In paragraph form, explain five legitimate and educational purposes behind The Daughtry Times.