

KNOWLEDGE ORGANISER
BIG IDEA: Digital Literacy
TOPIC: Digital Tools for Business

Key Word	Definition
Business	A particular company that buys and sells goods and services
Database	A database is a collection of data or information which is stored in a sensible (logical) way
Query	A question... that requests information.
Formula	All must BEGIN with an EQUAL SIGN (=). They are used to calculate results
Graph	A visual representation of the data in the spreadsheet. E.g PIE chart, line chart, bar chart
Conditional Formatting	Where the values following a rule are highlighted
Function	Where you can calculate the total, average, highest and lowest value

Spreadsheet Key terms

Worksheet: The entire grid of data.

Row: A horizontal line of data.

Column: A vertical line of data.

Cell: An individual intersection of a row and column.

Font Style: Italic, Bold, Underline, Text Color, Background Color.

Borders: Line styles and colors for cell boundaries.

Font Size: Numerical size of the text.

Cell Colour: Background color of the cell.

Font Colour: Color of the text inside the cell.

Click and drag between rows or columns to adjust height or width.

Click on a row or column heading to highlight entire row or column.

Note: The exact look may change in different versions of the software.

Functions Help

Average =AVERAGE(A1:A2)
Max =MAX(B2:B5)
Sum =SUM(A1: J1)

Formula Help

Add =A1+A2
Subtract =A1-A2
Multiply =A1*A2
Divide =A1/A2

Business Plan – Key elements:

- ✓ **An idea** (What is the idea? What makes it different than existing products? What is its unique selling point? Product / Service – A description of what the business is offering.)
- ✓ **Mission/ aims** (states the goal of the business)
- ✓ **Product/ service list** (a list of products/ services you offer and their prices)
- ✓ **Rivals** (Who will your main competitors be? How long have they been established? Where do they operate?)
- ✓ **Target audience** (Who will your target audience be? Consider age, gender, location etc)
- ✓ **Marketing** (How are you going to advertise and market your product)

Database key terms

This is called a **Field**. It is a column for specific information. Such as Customer Name, Age, Date of Birth etc...

This is called a **Table** it is where all of your information is going to be stored.

This is called a **Record**. It is all the information for 1 product in a row. For example all the information about 1 of your customers.

CarRegistral	Make	Model	Year	Mileage	Net Selling	Transmission	Doors
AY60HES	Peugeot	1.0 Urban	2010	33156	£5,400.00	Manual	
AX11UHY	Toyota	Aigo	2011	26875	£5,200.00	Manual	
BH61LMZ	Hyundai	i10 1.2	2011	17411	£5,600.00	Manual	
CF11YHK	Peugeot	207	2011	35634	£5,100.00	Manual	
EE11CT7	Peugeot	107	2011	50154	£4,000.00	Automatic	

Databases - Creating a query

1. Click Create

2. Click Query Design

3. Select Suspects and then Click Add

4. Click Close

5. Double click Name, Surname etc. to add it to the query

6. You are now ready to make your query!

Field:	Name	Surname	Gender	Age	Height	Eyes	Hair	Nationality	Features	Blood
Table:	Suspects	Suspects	Suspects	Suspects	Suspects	Suspects	Suspects	Suspects	Suspects	Suspects
Sort:										
Show:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Criteria:										
or:										
Criteria:	"Male"	<35	Between 1.6 And 1.8	"Blue"	"Blonde Or Brown"	"Spanish"	"Tattoo"	"O"		

1. Enter your search!