GRAPHS ON A 2-D PLANE are used in Business to visually, and often by formula, represent relationships between two business **variables**. Graphing relationships is an essential Business skill, for marketing, production, investment, planning and more.

Two variables determines the 2 dimensions; variables are graphed on a flat surface, not a 3-D solid. Examples of types of 2-D graphs used extensively in business are:

- **Sales vs Time** (the classic cartoon graph)
- **Consumption demand vs Income** (consumer demand for a product against the consumer income, generally upward sloping).

Aside: by analysing this relationship, between income and consumption, can you suggest characteristics of this product: Is it a luxury good? A necessity? An inferior good? A normal good?

Examples of other 2-D graphs include

- Price vs Demand (the consumer demand against the price of a product, generally downward sloping)
- Price of one product vs Price of another product (relationship will depend on whether they are complements, substitutes or have no relationship)
- Interest rate vs Project funding requests made to bank (generally downward sloping)

The following activities are highly-recommended:

http://patrickjmt.com/basic-graphs-that-every-algebra-student-should-know/

http://latrobe.kanopystreaming.com/video/algebra-students-equations-slope-0

**Some learning software**: use Geogebra software, installed on some computers at La Trobe University. Check with ICT Helpdesk for current locations.