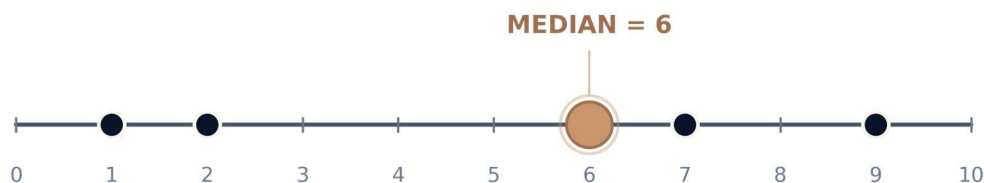


What is the *median*?



WHAT IS IT?

The **median** is the middle number in a set of numbers when all the numbers are arranged in order from smallest to largest. The median splits your set of numbers in half: half the numbers are below the **median**, and half the numbers are above the **median**.

HOW IS IT CALCULATED?

Put all the numbers in order from smallest to largest. The number in the exact middle is the **median**.

If there is an even count of numbers, the **median** is the *mean* of the two middle numbers.

MEDIAN = the middle number

CAUTION

The **median** resists outliers. Unlike the *mean*, the **median** is not skewed by extremely high or low values.

SO WHAT?

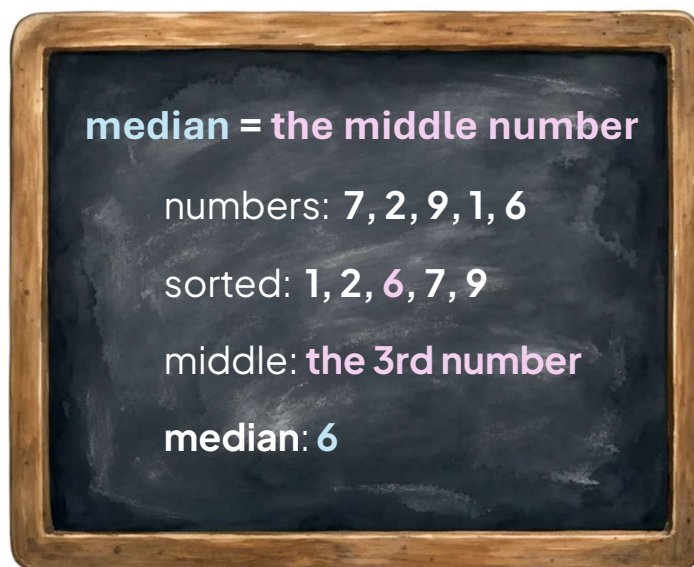
The **median** can be used to set realistic expectations:

Pricing — set profitable flat fees based on the *median* cost to deliver.

Budgeting — forecast around your *median* monthly revenue, not your record month.

Service Level Agreements (SLAs) — "half our matters resolve in under X days" is a fact.

 "And if you don't know, now you know." – Christopher Wallace



Let's put your data to work for **you**. Calrissian helps small businesses use their data to make smarter decisions and improve profitability. *Now go win.*

