Reading and Thinking with Data

Quantitative and Qualitative Data

Part A — Identify the Type of Data

Write Q for Quantitative data or L for Qualitative data.

1. A student is 18 years old. _____
2. A hotel room is described as "very comfortable." _____
3. A customer spent 2,500 baht. _____
4. A tourist said the service was "excellent." _____
5. 35 students attended the activity. _____
6. A student prefers Japanese food. _____

Part B — Read Quantitative Data

Number of students choosing different tourist destinations:

Destination	Students
Japan	18
South Korea	12
Singapore	8
China	7
Australia	5

1. Which destination is the most popular?

_____

2. Which destination is the least popular?

_____

3. How many students chose Japan and South Korea altogether?

_____

4. How many more students chose Japan than Australia?

_____

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Part C — Analyze Qualitative Data

Customer comments about a hotel:

- "The room was very clean."
- "The staff were friendly and helpful."
- "Breakfast was good, but there were not many choices."
- "The swimming pool was excellent."
- "The room was clean, but the air conditioner was too noisy."
- "The staff helped me quickly when I had a problem."

Positive comments: _____

Negative comments: _____

Common topics — Staff: _____

Common topics — Room: _____

Common topics — Food: _____

Common topics — Facilities: _____

Part D — Combine Quantitative + Qualitative Data

Hotel Customer Survey (50 customers)

Question	Satisfied	Neutral	Dissatisfied
Room cleanliness	42	5	3
Staff service	45	3	2
Breakfast	28	12	10
Swimming pool	40	7	3

Customer comments:

- "The staff were very friendly."
- "The room was extremely clean."
- "Breakfast needs more choices."
- "The swimming pool was great."
- "I enjoyed the hotel, but breakfast was disappointing."
- "The staff helped me immediately."
- "The room was clean and comfortable."

1. Which area has the highest satisfaction? _____
2. Which area has the lowest satisfaction? _____
3. How many customers were dissatisfied with breakfast? _____
4. What percentage of customers were satisfied with staff service? _____
5. Which comments support the quantitative data? _____
6. What is the hotel's strongest area? _____

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