

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?

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? _____