Crowds and Cash

Compare customer counts and sales from two graphs

8.P.2.4.A "Analyze, interpret, and compare economic data from multiple charts and graphs."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline what each graph measures, circle the sentence that warns against using only one measure, and number the months in the table from 1 to 4 by customer count, greatest to least.

A Busy Month at the Pool

1 At a town pool, a snack stand sells cold drinks and fruit cups during the summer. Its manager wants to know whether a busy month always brings in the most money. Two graphs were made from the stand's records: one tracks paying customers, and the other tracks total sales in dollars. Their values appear together in the table.

POOL SNACK STAND: VALUES FROM TWO GRAPHS

Month	Graph 1: Paying customers	Graph 2: Total sales ($)
May	100	400
June	150	750
July	200	800
August	120	840

2 To compare two sets of economic data, match entries for the same month before drawing a conclusion. The customer count shows how many people bought something; sales show how many dollars they spent in all. Neither measure tells the whole story alone. A change in what people buy or how much they spend can affect sales.

3 At a school book fair, counting visitors would show interest, but the dollar total would show sales. You would compare both days before claiming that a larger crowd brought in more money. Use that same careful approach with the pool stand's months. Remember that total sales are not profit, because supplies and other costs must be paid.

2 ANSWER WITH EVIDENCE

Use the passage

1. From June to July, how did the customer count and total sales change?

2. Which month had the most customers? Did it also have the highest total sales? Use both graphs' values.

3. Compare June and August. Which month had more customers, and which had more sales?

4. From July to August, did sales change in the same direction as the customer count? Explain with numbers from both graphs.

3 YOUR TURN

Your own words

Set a September goal for both customers and total sales. Compare your two goals with the same earlier month, then explain why the manager should track both measures.

ANSWER KEY

Crowds and Cash

GRADE 8 · 8.P.2.4.A

PART 1 · READ AND MARK

Underline what each graph measures, circle the sentence that warns against using only one measure, and number the months in the table from 1 to 4 by customer count, greatest to least. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	From June to July, how did the customer count and total sales change?	**The count rose by 50 customers, while sales rose by $50.**
2	Which month had the most customers? Did it also have the highest total sales? Use both graphs' values.	**July had the most customers, 200. No. August had the highest sales, $840, compared with July's $800.**
3	Compare June and August. Which month had more customers, and which had more sales?	**June had 30 more customers than August, but August had $90 more in sales than June.**
4	From July to August, did sales change in the same direction as the customer count? Explain with numbers from both graphs.	**No. The customer count fell from 200 to 120, while sales rose from $800 to $840.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

I would set September goals of 140 customers and $900 in sales. Compared with August, that would be 20 more customers and $60 more in sales. The manager should track both because the number of customers alone does not show how much money they spend.

For the marking job, accept an underline of the two measures in paragraph 1 or the table headings, a circle around the warning in paragraph 2, and this customer-count order: July, June, August, May. For Part 3, accept other reasonable goals if both comparisons use the same month and the explanation distinguishes customers from sales.