Sales Tell Half

Read business data, identify trends, and test a forecast.

TOT.P.2.4.A "Evaluate economic data from charts and graphs, noting trends and making predictions."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Circle the sales figures, underline the cost figures, and number the table rows from 1 (lowest) to 4 (highest) by calculated profit. Use your marks to see how sales and costs affect profit.

The Coffee Stand's Numbers

1 At Harbor Street Market, one small coffee stand tracks its yearly sales and operating costs. Its owner records money collected from customers as sales. Costs include ingredients, wages, and the fee for a place to sell. The table reports totals in thousands of dollars. It describes one business, not every coffee stand in the city.

HARBOR STREET COFFEE STAND: ANNUAL SALES AND COSTS

Year	Sales ($ thousands)	Costs ($ thousands)
2022	80	60
2023	90	66
2024	100	75
2025	110	87

2 To read an economic table, compare the same column across years before making a claim about a trend. Then check how quickly the numbers change, not just whether they rise or fall. Higher sales do not always mean higher profit, because profit is sales minus costs. Look at both columns before drawing a conclusion.

3 A forecast extends a pattern into a year that has not been measured. It is an estimate, not a promise: changes in ingredient prices, staffing, or demand can break a pattern. Comparing more than one possible cost level can help an owner plan for uncertainty. Use the table to support each conclusion with numbers.

2 ANSWER WITH EVIDENCE

Use the passage

1. From 2022 to 2025, how did sales change each year? Use the table's unit.

2. Did the yearly increase in costs stay constant from 2022 to 2025? Give all three increases.

3. Compare profit in 2024 and 2025. Did it rise or fall, and by how much?

4. If the sales pattern continues for one more year, what sales would you predict for 2026? State the assumption behind your prediction.

3 YOUR TURN

Your own words

Choose two different possible costs for 2026 and use a sales estimate based on the table to calculate profit in both cases. In a short paragraph, explain which case would improve on 2025 profit and why rising sales alone may not guarantee that outcome.

ANSWER KEY

Sales Tell Half

HIGH SCHOOL · TOT.P.2.4.A

PART 1 · READ AND MARK

Circle the sales figures, underline the cost figures, and number the table rows from 1 (lowest) to 4 (highest) by calculated profit. Use your marks to see how sales and costs affect profit. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	From 2022 to 2025, how did sales change each year? Use the table's unit.	**Sales rose by $10,000 each year.**
2	Did the yearly increase in costs stay constant from 2022 to 2025? Give all three increases.	**No. Costs rose by $6,000, then $9,000, then $12,000.**
3	Compare profit in 2024 and 2025. Did it rise or fall, and by how much?	**Profit fell by $2,000, from $25,000 in 2024 to $23,000 in 2025.**
4	If the sales pattern continues for one more year, what sales would you predict for 2026? State the assumption behind your prediction.	**Predicted 2026 sales are $120,000, assuming sales rise by another $10,000.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Sales rose by $10,000 each year, so I estimate $120,000 in sales for 2026. If costs are $90,000, profit would be $30,000, which is higher than the $23,000 profit in 2025. If costs are $105,000, profit would be only $15,000. Rising sales would not guarantee rising profit because costs could rise enough to outweigh the extra sales.

Accept other reasonable cost scenarios if both profit calculations are correct and the comparison uses the $23,000 profit in 2025. For the marking job, the profit ranking is 2022, 2025, 2023, then 2024.