



“When you have mastered numbers, you will in fact no longer be reading numbers, any more than you read words when reading books. You will be reading meanings.”
WEB Du Bois

INSTRUCTIONS

Consider how numbers tell stories by exploring this data set. Review the following data from a school event.

Students organised a Charity Dunk Tank stall at the school summer fair – a breakdown of costs has been provided alongside data from two other stalls.

Interpret the data and answer the following questions:

- What went well?
- What could be improved?
- What could they do differently next time?
- How would you display this information to a school social / fundraising committee?
- What key statements would need to be shared?

	CAKES	DUNK TANK	FLOWERS
Revenue	180	600	250
Units sold	360	200	50
Selling price per unit	0.5	3	5
Stand fee	20 (premium location)	10	10
Cost per unit	0.1	-	1
Other costs	5	500	0
Total costs	61	510	60
Profit	119	90	190