

Qualitative data

Text and words used to describe, analyse and evaluate situations. This data is not in numerical form. This is descriptive information found by experiences or in textbooks, newspapers or reports.

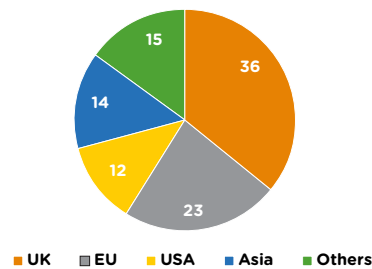
Qualitative data allows retail businesses to analyse, make judgements and offer solutions to retail business issues.

Qualitative data is not as easy to present as quantitative and can be more complicated to analyse.

Qualitative data is presented in written reports, articles and summaries.

Quantitative data

Global division of company profits



Information about quantities and can be measured and written down with numbers. The numerical data can be interpreted to analyse business activity and to solve problems and make decisions.

Quantitative data includes figures, numbers and calculations shown that can be presented in text, tables, charts and graphs.

Quantitative data is used throughout the retail business world and when studying retail business, students have to deal with a range of quantitative data. This can include:

- sales quantities
- sales revenue
- profit/loss
- market share
- footfall
- economic data.

	May 2021	August 2012
Tesco	27%	30.9%
Sainsbury's	15.3%	16.4%
Asda	14.8%	17.5%
Morrisons	10%	11.5%
Aldi	7.8%	3%

Internet sales as a percentage of total retail sales (ratio) (%)

