

GMAT Integrated Reasoning: Table Analysis 01

Instructions:

The following table provides data on sales, pricing, and marketing for three different products across two regions during Quarter 1 (Q1) and Quarter 2 (Q2). For each of the statements below, indicate whether it is true or false based on the information provided. Select "True" if the statement is supported by the data in the table; otherwise, select "False."

InnovateCo Quarterly Performance Metrics

Product	Region	Q1 Sales (Units)	Q2 Sales (Units)	Average Price per Unit (\$)	Marketing Spend (\$)
Laptops	North America	1,500	1,800	1,200	50,000
Tablets	North America	2,500	2,200	500	30,000
Smartphones	North America	4,000	4,500	800	65,000
Laptops	Europe	1,200	1,100	1,150	45,000
Tablets	Europe	1,800	2,000	480	25,000
Smartphones	Europe	3,000	3,200	750	55,000
Smartwatches	Asia	800	1,000	350	15,000
VR Headsets	Asia	500	600	1,500	40,000

Question 1: What was the total number of units sold across all products in North America in Q2?

- (A) 8,000
- (B) 8,500
- (C) 9,000
- (D) 9,500

Question 2: What was the total revenue generated from the sale of all products in Europe during Q1?

- (A) \$4,200,000
- (B) \$4,494,000
- (C) \$4,650,000
- (D) \$4,800,000

Question 3: Which single product and region combination had the largest percentage increase in sales from Q1 to Q2?

- (A) Laptops in North America
- (B) Smartphones in North America
- (C) Smartwatches in Asia
- (D) VR Headsets in Asia

Question 4: True or False: The total sales volume for all products in Europe in Q2 exceeded the total sales volume for all products in North America in Q2.

- (A) True
- (B) False

Question 5: True or False: The total marketing spend for all products in North America was greater than the total marketing spend for all products in Asia.

- (A) True
- (B) False

Answers and Explanations

Question 1: The correct answer is **(B) 8,500**. **Explanation:** To find the total units sold in North America in Q2, you must sum the Q2 Sales for all products listed in the North America region:

- Laptops (North America) Q2 Sales: 1,800
- Tablets (North America) Q2 Sales: 2,200
- Smartphones (North America) Q2 Sales: 4,500
- Total = $1,800 + 2,200 + 4,500 = 8,500$

Question 2: The correct answer is **(B) \$4,494,000**. **Explanation:** Total revenue is calculated by multiplying the number of units sold by the average price per unit. You need to sum the revenue for all products in the Europe region during Q1.

- Laptops (Europe) Q1 Revenue: $1,200 \times \$1,150 = \$1,380,000$
- Tablets (Europe) Q1 Revenue: $1,800 \times \$480 = \$864,000$
- Smartphones (Europe) Q1 Revenue: $3,000 \times \$750 = \$2,250,000$

- Total = 1,380,000+864,000+2,250,000=\$4,494,000.

Question 3: The correct answer is **(C) Smartwatches in Asia**. **Explanation:** The percentage increase is calculated as $((Q2\ Sales - Q1\ Sales)/Q1\ Sales) \times 100$.

- Laptops (NA): $((1,800-1,500)/1,500) \times 100 = 20\%$
- Tablets (NA): $((2,200-2,500)/2,500) \times 100 = -12\%$ (a decrease)
- Smartphones (NA): $((4,500-4,000)/4,000) \times 100 = 12.5\%$
- Laptops (Europe): $((1,100-1,200)/1,200) \times 100 = -8.3\%$ (a decrease)
- Tablets (Europe): $((2,000-1,800)/1,800) \times 100 = 11.1\%$
- Smartphones (Europe): $((3,200-3,000)/3,000) \times 100 = 6.7\%$
- Smartwatches (Asia): $((1,000-800)/800) \times 100 = 25\%$
- VR Headsets (Asia): $((600-500)/500) \times 100 = 20\%$ Comparing the positive increases, the largest is Smartwatches (Asia) at 25%.

Question 4: The correct answer is **(B) False**. **Explanation:**

- **Total Sales in Europe (Q2):**
 - Laptops: 1,100
 - Tablets: 2,000
 - Smartphones: 3,200
 - Total = 1,100+2,000+3,200=6,300
- **Total Sales in North America (Q2):**
 - Laptops: 1,800
 - Tablets: 2,200
 - Smartphones: 4,500
 - Total = 1,800+2,200+4,500=8,500
- Comparing the totals, 6,300 (Europe) is not greater than 8,500 (North America). Therefore, the statement is False.

Question 5: The correct answer is **(A) True**. **Explanation:**

- **Total Marketing Spend (North America):**
 - Laptops: \$50,000
 - Tablets: \$30,000
 - Smartphones: \$65,000
 - Total = 50,000+30,000+65,000=\$145,000
- **Total Marketing Spend (Asia):**
 - Smartwatches: \$15,000
 - VR Headsets: \$40,000
 - Total = 15,000+40,000=\$55,000
- Comparing the totals, \$145,000 (North America) is indeed greater than \$55,000 (Asia). Therefore, the statement is True.