

## MAS1403

### Quantitative Methods for Business Management

*Supplementary sheet for Question 2: Dataset 508*

You are a data analyst working for a marketing company. You have collected the following data on monthly sales of a popular brand of electrical goods (£K) at a random sample of electrical goods stores both before and after an advertising campaign.

| Store | Before | After |
|-------|--------|-------|
| 1     | 82     | 110   |
| 2     | 120    | 128   |
| 3     | 99     | 155   |
| 4     | 106    | 100   |
| 5     | 44     | 131   |
| 6     | 94     | 157   |
| 7     | 85     | 113   |
| 8     | 86     | 114   |
| 9     | 107    | 120   |
| 10    | 104    | 100   |
| 11    | 91     | 128   |
| 12    | 94     | 139   |
| 13    | 127    | 124   |
| 14    | 82     | 117   |
| 15    | 132    | 148   |
| 16    | 107    | 124   |
| 17    | 82     | 104   |
| 18    | 121    | 174   |
| 19    | 86     | 147   |
| 20    | 86     | 96    |
| 21    | 92     | 127   |
| 22    | 87     | 112   |
| 23    | 94     | 80    |
| 24    | 112    | 107   |
| 25    | 104    | 133   |
| 26    | 80     | 97    |
| 27    | 87     | 163   |
| 28    | 127    | 105   |
| 29    | 123    | 123   |
| 30    | 78     | 122   |