MAS1403

Quantitative Methods for Business Management

Supplementary sheet for Question 2: Dataset 510

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