

MAS1403

Quantitative Methods for Business Management

Supplementary sheet for Question 2: Dataset 516

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 |