

MAS1403

Quantitative Methods for Business Management

Supplementary sheet for Question 2: Dataset 525

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 | 114 | 125 |
| 2 | 114 | 134 |
| 3 | 89 | 157 |
| 4 | 89 | 142 |
| 5 | 110 | 106 |
| 6 | 128 | 145 |
| 7 | 95 | 123 |
| 8 | 78 | 118 |
| 9 | 92 | 133 |
| 10 | 117 | 124 |
| 11 | 119 | 84 |
| 12 | 107 | 155 |
| 13 | 62 | 143 |
| 14 | 99 | 104 |
| 15 | 99 | 110 |
| 16 | 116 | 161 |
| 17 | 105 | 137 |
| 18 | 118 | 150 |
| 19 | 100 | 176 |
| 20 | 93 | 183 |
| 21 | 111 | 134 |
| 22 | 110 | 154 |
| 23 | 111 | 132 |
| 24 | 84 | 182 |
| 25 | 70 | 122 |
| 26 | 140 | 135 |
| 27 | 89 | 168 |
| 28 | 113 | 129 |