MAS1403

Quantitative Methods for Business Management

Supplementary sheet for Question 2: Dataset 538

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