

MAS1403

Quantitative Methods for Business Management

Supplementary sheet for Question 2: Dataset 546

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 | 110 | 114 |
| 2 | 138 | 97 |
| 3 | 133 | 116 |
| 4 | 77 | 132 |
| 5 | 102 | 132 |
| 6 | 103 | 95 |
| 7 | 158 | 106 |
| 8 | 73 | 83 |
| 9 | 115 | 112 |
| 10 | 62 | 74 |
| 11 | 95 | 79 |
| 12 | 104 | 146 |
| 13 | 102 | 122 |
| 14 | 114 | 139 |
| 15 | 98 | 79 |
| 16 | 94 | 56 |
| 17 | 97 | 119 |
| 18 | 100 | 120 |
| 19 | 115 | 76 |
| 20 | 106 | 98 |
| 21 | 108 | 114 |
| 22 | 67 | 88 |
| 23 | 96 | 65 |
| 24 | 67 | 99 |
| 25 | 70 | 111 |
| 26 | 116 | 108 |
| 27 | 66 | 107 |
| 28 | 110 | 78 |
| 29 | 96 | 86 |
| 30 | 108 | 97 |