MAS1403

Quantitative Methods for Business Management

Supplementary sheet for Question 2: Dataset 548

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