

MAS1403

Quantitative Methods for Business Management

Supplementary sheet for Question 2: Dataset 581

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	74	178
2	115	163
3	111	144
4	83	167
5	125	174
6	92	128
7	96	112
8	122	161
9	65	133
10	109	135
11	94	103
12	100	116
13	124	121
14	109	118
15	104	117
16	101	133
17	77	111
18	121	121
19	87	102
20	107	145
21	87	133
22	86	134
23	122	108
24	103	123
25	136	133
26	85	100
27	53	121
28	161	128
29	98	97
30	103	117
31	105	101
32	103	124
33	119	145