

**MAS1403**

**Quantitative Methods for Business Management**

*Supplementary sheet for Question 2: Dataset 584*

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   |