

MAS1403

Quantitative Methods for Business Management

Supplementary sheet for Question 2: Dataset 601

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	112	143
2	85	146
3	84	115
4	109	142
5	125	113
6	123	112
7	66	128
8	138	109
9	85	127
10	105	93
11	122	134
12	108	135
13	66	96
14	105	110
15	106	139
16	102	145
17	97	146
18	91	135
19	144	137
20	78	148
21	92	105
22	128	139
23	99	149
24	122	158
25	145	94
26	97	121
27	54	109
28	119	112
29	99	137
30	78	137