

## MAS1403

### Quantitative Methods for Business Management

*Supplementary sheet for Question 2: Dataset 617*

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     | 111    | 84    |
| 2     | 127    | 126   |
| 3     | 92     | 103   |
| 4     | 96     | 100   |
| 5     | 128    | 112   |
| 6     | 74     | 91    |
| 7     | 120    | 125   |
| 8     | 89     | 116   |
| 9     | 130    | 80    |
| 10    | 127    | 83    |
| 11    | 144    | 90    |
| 12    | 75     | 99    |
| 13    | 89     | 83    |
| 14    | 119    | 95    |
| 15    | 121    | 106   |
| 16    | 137    | 107   |
| 17    | 121    | 94    |
| 18    | 97     | 99    |
| 19    | 124    | 118   |
| 20    | 89     | 107   |
| 21    | 83     | 115   |
| 22    | 87     | 112   |
| 23    | 99     | 125   |
| 24    | 105    | 107   |
| 25    | 92     | 97    |
| 26    | 101    | 116   |