

MAS1403

Quantitative Methods for Business Management

Supplementary sheet for Question 2: Dataset 620

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 |