MAS1403

Quantitative Methods for Business Management

Supplementary sheet for Question 2: Dataset 622

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