

## MAS1403

### Quantitative Methods for Business Management

*Supplementary sheet for Question 2: Dataset 545*

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     | 110    | 114   |
| 2     | 138    | 97    |
| 3     | 133    | 116   |
| 4     | 77     | 132   |
| 5     | 102    | 132   |
| 6     | 103    | 95    |
| 7     | 158    | 106   |
| 8     | 73     | 83    |
| 9     | 115    | 112   |
| 10    | 62     | 74    |
| 11    | 95     | 79    |
| 12    | 104    | 146   |
| 13    | 102    | 122   |
| 14    | 114    | 139   |
| 15    | 98     | 79    |
| 16    | 94     | 56    |
| 17    | 97     | 119   |
| 18    | 100    | 120   |
| 19    | 115    | 76    |
| 20    | 106    | 98    |
| 21    | 108    | 114   |
| 22    | 67     | 88    |
| 23    | 96     | 65    |
| 24    | 67     | 99    |
| 25    | 70     | 111   |
| 26    | 116    | 108   |
| 27    | 66     | 107   |
| 28    | 110    | 78    |
| 29    | 96     | 86    |
| 30    | 108    | 97    |