You are a tax advisor to the provincial premier. You instituted a new sales tax on cigarettes last year and want to see if the implementation of the tax has led to a decline in smoking.

You are the director of a public library system. You are deciding to upgrade some libraries in the system. You need to decide which libraries to upgrade.

You are the social media director of a candy company. You rolled out a new brand strategy to engage people with an existing product. You want to see how successful this strategy was.

You are an economist at an agricultural firm which produces a special kind of wheat seed. You want to compare if your product has produced a higher yield than the seeds of your competitors.