	Store 1	
	No advertising in store	
Split Stores into 2 groups	280	Mean
	15	SD

Run experiment for 3 months (90 days)

	Store 2	
	Has advertising in store	
	315	Mean
	28	SD

Sales ($)			☐			
Day	**Store 1**	**Store 2**	**DIFF**			if p-value <= 0.05, Reject H0
1	318.1	294.0	-24.1	**Test equality of variances**		H0 : equal vars assumed
2	269.5	313.0	43.5	F.Test	Reject H0	**H1 : equal vars not assumed**
3	303.4	313.0	9.6			**=IF(F.TEST(B17:B106,C17:C106) <= 0.05,"Reject H0","Do not Reject H0")**
4	286.7	292.3	5.7			if p-value <= 0.05, Reject H0
5	269.7	318.8	49.1	**Test equality of means**		H0 : mean store 1 = mean store 2
6	307.0	246.9	-60.0	T.Test	Reject H0	**H1 : mean store 1 != mean store 2**
7	292.8	272.1	-20.7			**=IF(T.TEST(B17:B106,C17:C106,2,3) <=0.05,"Reject H0","Do not Reject H0")**
8	301.1	311.9	10.8	Mean_Diff	30.3	
9	261.0	371.3	110.3			
10	255.9	385.7	129.8			
11	282.2	286.8	4.5			
12	286.4	346.2	59.8			
13	269.6	351.1	81.5			
14	260.5	323.3	62.7			
15	259.6	297.7	38.1			
16	290.3	315.7	25.4			
17	273.3	208.0	-65.4			
18	286.4	281.2	-5.2			
19	278.9	329.9	51.0			
20	250.6	331.6	81.0			

21	265.8	352.0	86.3
22	260.1	284.1	24.0
23	299.4	272.1	-27.3
24	311.1	286.6	-24.5
25	295.1	316.5	21.4
26	281.3	327.6	46.3
27	264.0	303.2	39.2
28	272.9	306.9	34.0
29	287.4	258.6	-28.8
30	264.6	301.5	37.0
31	258.7	304.9	46.2
32	273.1	338.9	65.8
33	303.5	306.3	2.8
34	260.8	313.6	52.8
35	295.8	336.7	40.9
36	308.9	324.4	15.4
37	266.7	301.4	34.7
38	246.6	279.7	33.1
39	286.9	258.2	-28.7
40	263.8	318.9	55.1
41	285.0	314.0	29.1
42	314.2	331.7	17.4
43	273.0	269.0	-4.0
44	284.1	284.9	0.8
45	291.7	344.1	52.4
46	289.7	298.2	8.5
47	259.4	300.6	41.3
48	291.8	304.2	12.5
49	306.7	265.3	-41.5
50	276.8	358.8	82.0
51	303.9	309.9	6.0
52	295.3	340.7	45.3
53	288.0	348.0	60.0
54	292.4	305.9	13.5
55	276.2	273.1	-3.2
56	293.7	292.1	-1.6

57	314.7	280.3	-34.5
58	252.7	282.6	29.9
59	284.4	307.6	23.3
60	277.9	338.5	60.6
61	258.7	322.8	64.1
62	293.1	330.3	37.2
63	267.6	326.2	58.6
64	259.8	345.1	85.2
65	277.9	324.0	46.1
66	292.6	341.4	48.8
67	270.8	314.8	44.0
68	294.9	319.9	24.9
69	275.3	326.3	51.0
70	288.3	303.7	15.5
71	248.7	319.9	71.3
72	294.9	300.2	5.4
73	282.2	350.1	67.9
74	283.3	305.1	21.8
75	285.9	308.2	22.3
76	278.9	349.4	70.5
77	239.6	315.1	75.5
78	262.3	302.7	40.4
79	250.8	300.8	50.0
80	275.1	263.4	-11.7
81	284.9	279.3	-5.6
82	285.9	310.0	24.1
83	303.7	329.0	25.4
84	278.2	307.5	29.4
85	292.7	313.2	20.5
86	266.2	325.1	58.8
87	296.4	384.8	88.4
88	306.7	272.5	-34.2
89	267.8	315.4	47.6
90	266.1	337.3	71.2