**Background**

The company wishes to assess the impact of its marketing strategy over the past 2 years for its flagship drug NZT-48, which is used to treat chronic Lyme disease. Your job as a data scientist is to estimate a dollar-value of sales attributable to each strategy. Your findings will be used to guide future budget-setting.

Additionally, the company wants to know the extent of loss of potential sales due to a new competitor drug entrance into the market since mid-2015. While the new drug is not a perfect substitute for NZT-48, the company is concerned about its impact on sales and is considering the costly option of switching marketing strategies.

**Dataset description**

**Table

Description automatically generated**

**What we will look for**

* Thorough analysis (i.e. considered a wide range of possibilities)
* Suitable application of inference techniques
* Convincing results for the business-user with no specialized statistical knowledge
* Clear explanation of insights but not over-simplifying pertinent issues