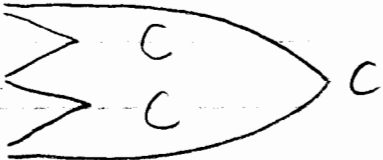


3. Factor	R/F	N/C
i = Store	R	
j = Display	F	
t = Week (replicate)	R	

$$Y_{ijt} = \mu + \alpha_i + \beta_j + \varepsilon_{ijt}, \quad \alpha_i \text{ iid } N(0, \sigma_{\text{store}}^2), \quad \varepsilon_{ijt} \text{ iid } N(0, \sigma^2)$$

$Y_{ijt}$  = sales in  $t^{\text{th}}$  week of toys with/without display in store  $i$ .

$i = 1, 2, 3, 4$

$j = \text{with, without.}$

$t = 1, 2, 3, 4$