

WST 311

Assignment J: 2-4 May 2018

A company studied the effects of three different types of promotions on the sales of a specific brand of crackers:

- Promotion 1 – The crackers were on their regular shelf, but free samples were given in the store.
- Promotion 2 - The crackers were on their regular shelf, but were given additional shelf space.
- Promotion 3 - The crackers were given special display shelves at the end of the aisle in addition to their regular shelf space.

The company selected 15 stores to participate in the study. Each store was randomly assigned one of the 3 promotion types, with 5 stores assigned to each promotion. Data was collected on the number of boxes of crackers sold during the promotion period, Y , as well as the number sold during the preceding time period, denoted X .

Cracker sales of 15 stores for different promotions

Promotion	Cases (Y)	Last (X)
1	38	21
1	39	26
1	36	22
1	45	28
1	33	19
2	43	34
2	38	26
2	38	29
2	27	18
2	34	25
3	24	23
3	32	29
3	31	30
3	21	16
3	28	29

Formulate the research question, do the relevant statistical analysis and write a short report about the findings. Make some recommendation based on the results.