			0. 4							
			Store 1							
			No advertising in store		Random					
Split Stores in	olit Stores into 2 groups		280							
			15							
				Run exper	iment for 3 mont	hs (90 days)				
			Store 2							
			Has advertising in store							
		7	315							
			28							
		es (\$)								
Day	Store 1	Store 2	DIFF							
1	295.2	268.1	-27.1	Test equa	lity of variances				0.05 , Reject HO	
2	273.1	272.3	-0.8	F.Test	Reject HO			H0 : equal vars assumed		
3	313.1	318.3	5.2		=IF(F.TEST(B17:B' Reject HO ", "			U1 convolvement	s not assumed	
4	315.4	308.9	-6.5	Tost oqua	lity of means	Do not reject ho	, ,	mi: equat var	s not assumed	
<del>4</del> 5		278.8	20.6					If n volue <-	0.05 , Reject H0	
5	258.2	218.8	20.6	T.Test	Reject HO =IF(T.TEST(B17:B	106 C17-C106 2 2	\ 0.0F	ii p-value <=	0.05 , Reject HU	
6	270.1	303.6	33.4		" Reject HO ","	Do not reject HC	)<= 0.03, )")	H0 : mean store 1 = mean store 2		
7	289.2	352.9	63.7		•		•	H1 : mean sto	re 1 != mean store 2	
8	274.9	361.6	86.7	Mean_Diff	35.5					
9	276.6	332.5	55.9							
10	268.3	312.0	43.8							
11	278.1	301.2	23.0	RCT บอกว่า	์ เการทำโฆษณาทำให้	การขายดีกว่า				
12	261.8	334.5	72.7							
13	279.9	387.1	107.2							
14	291.7	326.1	34.4							
15	284.6	291.7	7.2							
16	302.1	332.3	30.2							
17	286.2	297.2	11.0							
18	278.2	276.3	-2.0							
19	254.4	275.2	20.7							
20	302.4	297.0	-5.5							
21	277.3	314.6	37.3							
	2		55							

23	290.3	277.3	-13.0				
24	269.6	302.8	33.3				
25	302.2	325.4	23.2				
26	249.6	339.1	89.5				
27	293.7	347.4	53.8				
28	287.8	332.5	44.7				
29	257.6	285.4	27.8				
30	293.6	351.5	57.9				
31	296.8	301.6	4.8				
32	274.0	278.5	4.5				
33	290.2	307.7	17.5				
34	270.5	316.7	46.3				
35	306.1	345.2	39.1				
36	276.8	331.8	55.0				
37	268.7	291.8	23.1				
38	284.9	277.5	-7.5				
39	268.3	299.3	31.0				
40	282.5	339.6	57.0				
41	277.9	329.6	51.6				
42	255.1	369.3	114.2				
43	265.0	286.8	21.8				
44	269.0	332.6	63.5				
45	292.3	340.8	48.5				
46	292.3	319.8	23.1				
47	295.1	362.7	67.6				
48	263.7	226.0	-37.6				
49	300.8	325.9	25.1				
50	284.1	315.3	31.2				
51	264.2	378.6	114.4				
52	262.4	310.3	47.8				
53	273.5	353.9	80.4				
54	284.4	324.5	40.1				
55	268.0	303.3	35.3				
56	285.1	290.0	4.9				
57	281.4	343.2	61.8				
58	282.3	296.1	13.8				
59	293.7	338.1	44.4				
60	281.5	302.4	20.9				
61	291.7	270.9	-20.8				
62	283.0	272.1	-10.9				
UZ	203.0	414.1	-10.8				

63	291.8	317.5	25.7				
64	254.5	323.8	69.4				
65	271.2	329.3	58.1				
66	311.6	299.2	-12.4				
67	288.3	311.1	22.9				
68	300.8	318.8	18.0				
69	285.3	361.6	76.3				
70	265.9	304.1	38.3				
71	275.0	310.6	35.6				
72	278.8	307.6	28.8				
73	281.1	301.9	20.8				
74	282.3	327.6	45.3				
75	290.7	337.4	46.7				
76	260.9	335.3	74.4				
77	256.3	309.1	52.8				
78	259.7	276.5	16.9				
79	275.6	316.1	40.5				
80	286.0	346.7	60.7				
81	268.0	345.0	77.0				
82	265.7	315.9	50.2				
83	285.5	278.8	-6.7				
84	264.0	297.1	33.1				
85	289.2	348.6	59.4				
86	290.2	336.1	45.9				
87	273.3	304.8	31.5				
88	304.8	349.1	44.3				
89	265.6	316.0	50.4				
90	276.6	306.8	30.2				