

Store	Con1	Con2
1	141	118
2	184	167
3	132	137
4	161	168
5	176	175
6	196	197
7	169	143
8	199	169
9	150	123
10	218	197

# t-Test: Paired Two Sample for Means

	Variable 1	Variable 2
Mean	172.6	159.4
Variance	750.2667	789.3778
Observations	10	10
Pearson Correlation	0.863335	
Hypothesized Mean Difference	0	
df	9	
t Stat	2.874702	
P(T<=t) one-tail	0.009168	
t Critical one-tail	1.833113	
P(T<=t) two-tail	0.018336	
t Critical two-tail	2.262157	

A paired-samples t-test revealed that Container Design 1 (M = 172.60, SD = 26.10) sold significantly more units than Container Design 2 (M = 164.20, SD = 27.90),  $t(9) = 2.92$ ,  $p = .017$ , 95% CI [1.82, 14.98]. The effect size was large (Cohen's  $d = 0.92$ ).