Statistical and Predictive Modeling for Analytics I (DATA 1204)
Assignment #3 – Advertising Analysis (15% of Final Grade)
Professor: Ritwick Dutta

Recently Apple has been trying out a new ad to increase their respective sales in the new Apple 11 Pro (the ads can be seen in Appendix A). Currently ad1 has a mean sales of 30,000 units per week. Over the past 15 weeks Apple has collected the sales data for Ad2 and stored it in the **adanalysis.xlsx** excel file.

They believe that Ad2 has no increase effect on sales and want to test if the average sales for Ad2 is 30,000 units.

Questions:

1. State the Hypothesis Statement the help solve the research question

2. Provide a step-by-step outline on how you would prove (or dis-prove) your hypothesis statement that you developed in Question #1.

3. Conduct the analysis you outlined in #2 in R

4. Provide a summary of your findings and concluding statement

Hint: Leverage Week #7 Exercise

Please post your Word Document (.doc or ,docx) including R Code via assignments under Assignment #3 by 11:59 pm on Friday, February 26th, 2021

Remember that DC Connect doesn't accept R script files. All you need to do is to copy the code from your top left panel in R and paste it at the bottom of your word document.

Appendix A

Ad 1

Ad 2

Grading Rubric

	Needs Improvement	Average	Above Average	Comments
1. Hypothesis Statement 2. Step-by-step outline on how you would prove (or dis-prove) your hypothesis statement that you developed above. 3. Conduct Analysis described in Step #2 4. Summary of findings and conclusion				
Needs Improvement –Missing the minimum requirements stated in the assignment requirements. **Average –Meets the minimum requirements stated in the assignment requirements.** **Above Average –Exceeds the requirements that are stated in the assignment requirements.**				