**Display Promo ICE**

A small retailer varies its display and promotion expenditure daily (for Coke) and measures daily sales of coke cans for approximately two months. The proprietor, Mr Ramesh, thinks that while display and promotion would matter individually, both would exert a significant interaction effect on daily sales (in units for Coke). The data are in the file “display promo data regression”.

1. Is Mr Ramesh correct? What would your advice to Mr Ramesh be based on the regression results?
2. Suppose Mr Ramesh earmarks Rs. 1200 and Rs. 1220 for daily expenses for display and promotion respectively, what would the sales be? What should he do? Please advise him.