**Sales Promotion and Merchandising ICE**

A Fast Moving Consumer Goods company decides to use sales promotion (a premium) and merchandising. However, they are not sure whether to use sales promotion alone or merchandising alone or both together. Hence, they select 80 stores and experiment on these 80 stores. In the first 20, they use neither SP or merchandising; in the next 20, only SP, no merchandising; in the next 20, only merchandising and in the last 20, they use both. They measure sales. The data are in the file “promo merchandising data anova”.

**Part A**

Analyse the data and advise the company. Ignore weather.

**Part B**

The company also measured perception of weather (I think the weather is excellent today). Does it drive the results?