**Store Sales ICE**

A retail chain wants to know the impact of in-store promotions (like attractive displays, POP etc) and coupons on sales. So they systematically vary these in 30 of their outlets. In half the outlets they accept coupons and in another half, they do not. In 10 outlets, they have a high level of in-store promos, in another 10 medium and in the final ten, a low level of in-store promotions.

They measure sales as well.

Through the analysis of data in the SPSS file “store promo data anova.sav”, answer the following (you can ignore the last column in the file called “clirate”):

1. What drives sales?
2. Does the impact of coupon depend on in-store promo or vice versa?
3. What would your advice to the retail chain be?