| | No Ad | with Ad | | | | |
|-----|---------|----------|-------|--------------------|------------------------|--|
| | NO AG | with Ad | | | | |
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| | | | | | | |
| | | | | | | |
| | | / | | | | |
| | | es (\$) | | | | |
| Day | Store 1 | Store 2 | DIFF | Mean_diff | 32.2 | |
| 1 | 255.0 | 286.9 | 31.9 | | | |
| 2 | 303.6 | 316.5 | 12.8 | IF p-value <= 0.0 | | |
| 3 | 271.9 | 351.8 | 79.8 | | H0: equal vars assumed | |
| 4 | 266.0 | 292.5 | 26.5 | H1: equal vars no | ot assumed | |
| 5 | 298.2 | 315.2 | 17.0 | | | |
| 6 | 269.3 | 322.7 | 53.4 | Test equality of | | |
| 7 | 290.3 | 374.8 | 84.5 | F.Test | Reject H0 | |
| 8 | 301.2 | 325.9 | 24.8 | | =IF(F.TEST(B7:E | 896,C7:C96)<= 0.05,"Reject H0","Do not Reject H0") |
| 9 | 244.7 | 295.7 | 51.0 | | | |
| 10 | 269.6 | 320.6 | 51.0 | If p-value <= 0.09 | 5, Reject H0 | |
| 11 | 269.6 | 295.0 | 25.3 | H0: mean store 1 | 1 = mean store 2 | |
| 12 | 254.2 | 336.1 | 81.8 | H1: mean store 1 | 1 != mean store2 | |
| 13 | 270.3 | 317.2 | 46.9 | | | |
| 14 | 262.6 | 347.8 | 85.2 | Test equality of | f means | |
| 15 | 282.5 | 325.9 | 43.4 | T.Test | Reject H0 | |
| 16 | 310.0 | 319.6 | 9.6 | | =IF(F.TEST(B7:E | 396,C7:C96)<= 0.05,"Reject H0","Do not Reject H0") |
| 17 | 293.4 | 333.9 | 40.5 | | | |
| 18 | 278.8 | 352.6 | 73.8 | | | |
| 19 | 280.9 | 287.6 | 6.8 | | | |
| 20 | 295.2 | 306.9 | 11.8 | | | |
| 21 | 274.3 | 297.2 | 23.0 | | | |
| 22 | 264.4 | 285.5 | 21.1 | | | |
| 23 | 266.5 | 295.1 | 28.6 | | | |
| 24 | 273.1 | 280.0 | 6.8 | | | |
| 25 | 249.1 | 272.5 | 23.4 | | | |
| 26 | 282.8 | 290.7 | 7.8 | | | |
| 27 | 278.4 | 318.1 | 39.7 | | | |
| 28 | 298.0 | 282.4 | -15.6 | | | |
| 29 | 265.1 | 340.8 | 75.8 | | | |
| 30 | 297.9 | 297.6 | -0.3 | | | |
| 31 | 272.9 | 284.9 | 12.0 | | | |
| 32 | 283.4 | 267.3 | -16.1 | | | |
| 33 | 287.7 | 296.8 | 9.1 | | | |
| 34 | 279.3 | 363.4 | 84.1 | | | |

| 35 | 281.4 | 309.8 | 28.4 | | |
|----|-------|-------|-------|--|--|
| 36 | 290.9 | 376.6 | 85.7 | | |
| 37 | 276.2 | 288.6 | 12.3 | | |
| 38 | 297.3 | 317.2 | 19.9 | | |
| 39 | 250.7 | 277.8 | 27.1 | | |
| 40 | 248.3 | 302.1 | 53.8 | | |
| 41 | 291.2 | 313.5 | 22.3 | | |
| 42 | 290.8 | 316.6 | 25.7 | | |
| 43 | 308.1 | 338.5 | 30.4 | | |
| 44 | 265.1 | 260.6 | -4.5 | | |
| 45 | 260.0 | 315.5 | 55.4 | | |
| 46 | 300.5 | 339.0 | 38.5 | | |
| 47 | 293.3 | 343.1 | 49.8 | | |
| 48 | 301.3 | 322.4 | 21.0 | | |
| 49 | 274.5 | 315.3 | 40.8 | | |
| 50 | 276.5 | 342.5 | 66.0 | | |
| 51 | 288.3 | 263.1 | -25.2 | | |
| 52 | 276.6 | 270.0 | -6.6 | | |
| 53 | 264.3 | 326.9 | 62.6 | | |
| 54 | 280.3 | 304.6 | 24.2 | | |
| 55 | 281.5 | 294.4 | 12.9 | | |
| 56 | 286.1 | 288.9 | 2.8 | | |
| 57 | 266.7 | 298.8 | 32.1 | | |
| 58 | 279.7 | 300.5 | 20.8 | | |
| 59 | 288.5 | 311.3 | 22.7 | | |
| 60 | 295.1 | 265.0 | -30.1 | | |
| 61 | 271.7 | 320.1 | 48.5 | | |
| 62 | 280.8 | 311.8 | 31.0 | | |
| 63 | 243.5 | 288.2 | 44.7 | | |
| 64 | 256.5 | 308.6 | 52.1 | | |
| 65 | 284.8 | 319.3 | 34.5 | | |
| 66 | 293.7 | 335.2 | 41.5 | | |
| 67 | 275.2 | 327.2 | 51.9 | | |
| 68 | 301.2 | 313.5 | 12.2 | | |
| 69 | 291.7 | 351.7 | 60.0 | | |
| 70 | 264.0 | 287.3 | 23.3 | | |
| 71 | 271.5 | 302.4 | 30.9 | | |
| 72 | 285.3 | 292.4 | 7.0 | | |
| 73 | 294.9 | 365.1 | 70.2 | | |
| 74 | 295.7 | 294.1 | -1.6 | | |
| 75 | 274.0 | 326.2 | 52.2 | | |
| 76 | 284.1 | 304.4 | 20.3 | | |
| | | | | | |

| 77 | 293.1 | 312.4 | 19.3 | |
|----|-------|-------|-------|--|
| 78 | 286.2 | 349.0 | 62.8 | |
| 79 | 265.8 | 319.3 | 53.6 | |
| 80 | 253.0 | 284.2 | 31.2 | |
| 81 | 262.4 | 277.6 | 15.2 | |
| 82 | 279.5 | 254.9 | -24.6 | |
| 83 | 270.5 | 321.8 | 51.3 | |
| 84 | 282.8 | 308.9 | 26.1 | |
| 85 | 279.8 | 369.2 | 89.4 | |
| 86 | 288.1 | 326.6 | 38.5 | |
| 87 | 274.1 | 305.6 | 31.5 | |
| 88 | 278.2 | 287.2 | 9.0 | |
| 89 | 278.1 | 316.1 | 38.0 | |
| 90 | 280.0 | 307.7 | 27.7 | |