**OKIBO SHADRACK ONYIEGO**

**CIT-222-073/2018**

**NULL HYPOTHESIS ASSIGNMENT**

Your business entity has employed a new strategy for marketing its products. The CEO believes that there is hardly an improvement in the product sales.

Derive the null and the alternative hypothesis to confirm or otherwise disprove the CEO.

***New marketing strategy vs improvements in product sales***

Null Hypothesis

The null hypothesis is that there is hardly no improvement in product sales from the new marketing strategy.

There was no effect from the new marketing strategy as the product sales remained the same. So, it can be true from the CEO’s perspective that the new strategy brought no significant improvement to the business and that the product sales remained the same.

Alternative Hypothesis

The alternative hypothesis is that there is an improvement in product sales from the new marketing strategy

The new strategies when deployed helped brought a significant increase in the business product sales and so the CEO could have missed out to see the improvement in the product sales.