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**ASSIGNMENT 3**

Question

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.

**Null Hypothesis**

The null hypothesis is that there is hardly no improvement in product sales from the new marketing strategy. In comparison between before the new marketing strategy was deployed to after it was deployed there is no significant change in the product sales.

There was no improvement in the product sales of the business.

**Alternative Hypothesis**

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

In comparison of before the marketing strategy was deployed to after the marketing strategy was deployed, in terms of product sales there was an improvement in sales by a significant amount.