

Note & Disclaimer

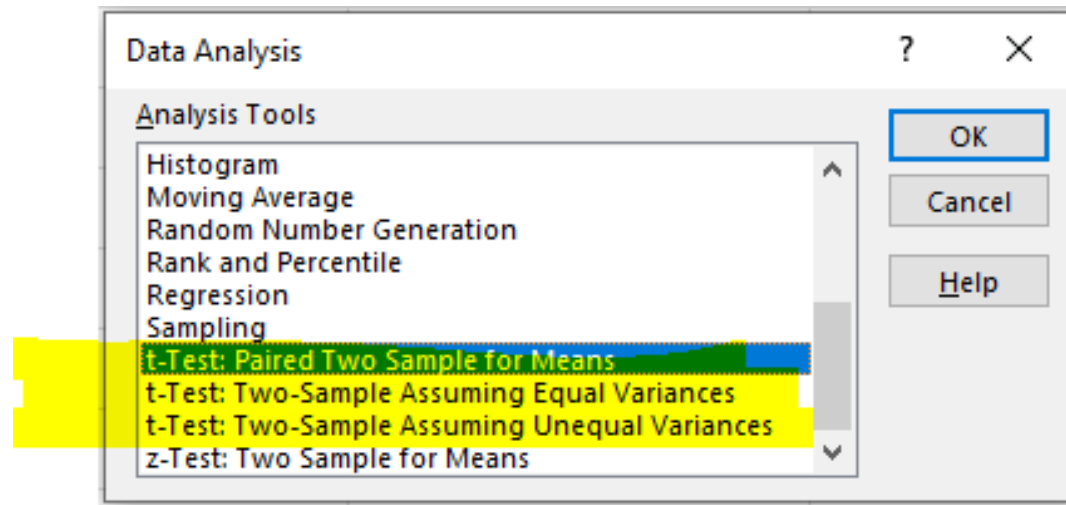
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t-test in Excel

What is tutorial about?

Concepts and Examples:

- t-test: Paired Two Sample for Means
- t-test: Two-sample Assuming Equal Variances
- ~~t-test: Two-sample Assuming Unequal Variances~~



What is t-test for?

Basically, t-test is used to compare if **2 means** are significantly different.

Scenario 1:

Ice Cream Sales

Scenario 1: Ice Cream Sales

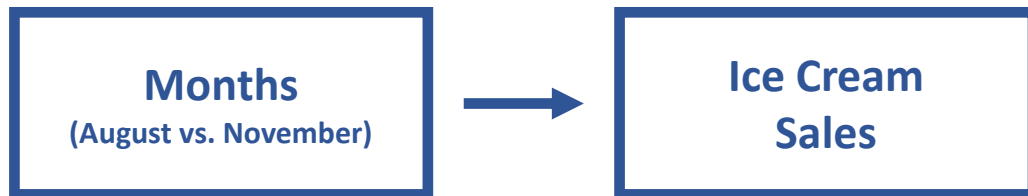
t-test: Paired Two Sample for Means

	August	November
Store 1	30	20
Store 2	40	9
Store 3	32	16
Store 4	11	9
Store 5	12	6

25

12

Sample 1 and Sample 2 are a pair.



t-test: Two Sample (Assuming Equal Variances)

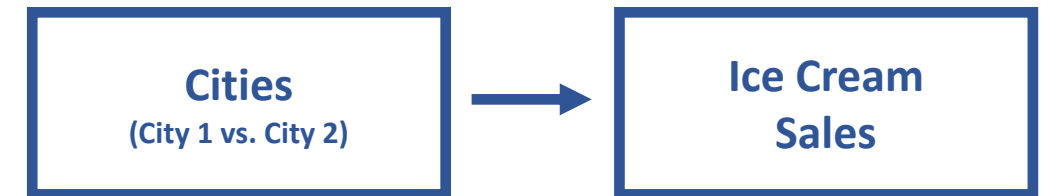
City 1	
Store 6	25
Store 7	35
Store 8	20
Store 9	10
Store 10	10

20

City 2	
Store 11	23
Store 12	10
Store 13	8
Store 14	6
Store 15	8

11

Sample 1 and Sample 2 are independent.



Note: A two-sample t-test is also known as an independent samples t-test.

Scenario 2:

Brand Attitudes

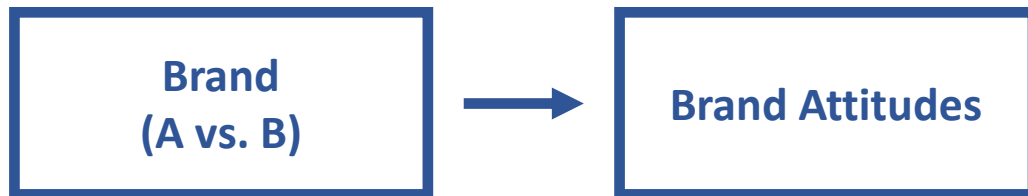
Scenario 2: Brand Attitudes

t-test: Paired Two Sample for Means

	Brand A	Brand B
Person 1	5	2
Person 2	7	1
Person 3	6	3
Person 4	4	2
Person 5	3	2

5 2

Sample 1 and Sample 2 are a pair.

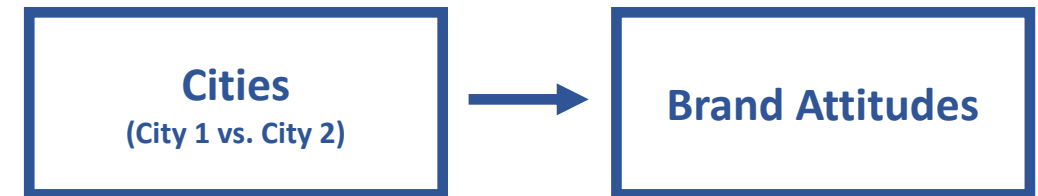


t-test: Two Sample (Assuming Equal Variances)

City 1 (Brand A)		City 2 (Brand A)	
Person 6	6	Person 11	5
Person 7	5	Person 12	4
Person 8	6	Person 13	6
Person 9	7	Person 14	6
Person 10	6	Person 15	4

6 5

Sample 1 and Sample 2 are independent.



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