

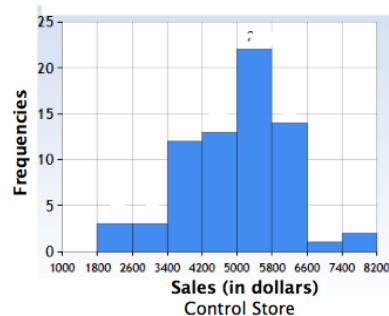
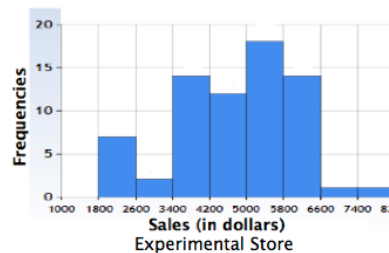
Comparing Two Treatments Homework

Directions: Be sure to show all work, communicate your thought process, and justify your reasoning. Remember to check that your answers are complete, correct, and reasonable.

Part A

The histograms show the distribution of daily sales for two stores that are part of a franchise who were randomly selected by the franchise owner to participate in a 70-day study. The stores were randomly assigned to place an advertising sign in their window (Experimental Store) or to not place the advertising sign in their window (Control Store).

What conclusions about the difference between the distributions of the sales can be drawn? Justify your answer.

**Part B**

Paula is the manager of a store, and she would like her daily sales to be around \$5,000. Based on this data, would you suggest that Paula place an advertising sign in her store window? Justify your answer thoroughly.

Part C

What (if any) conclusions can be drawn regarding the process of advertising in general based on this study? Thoroughly support your response.