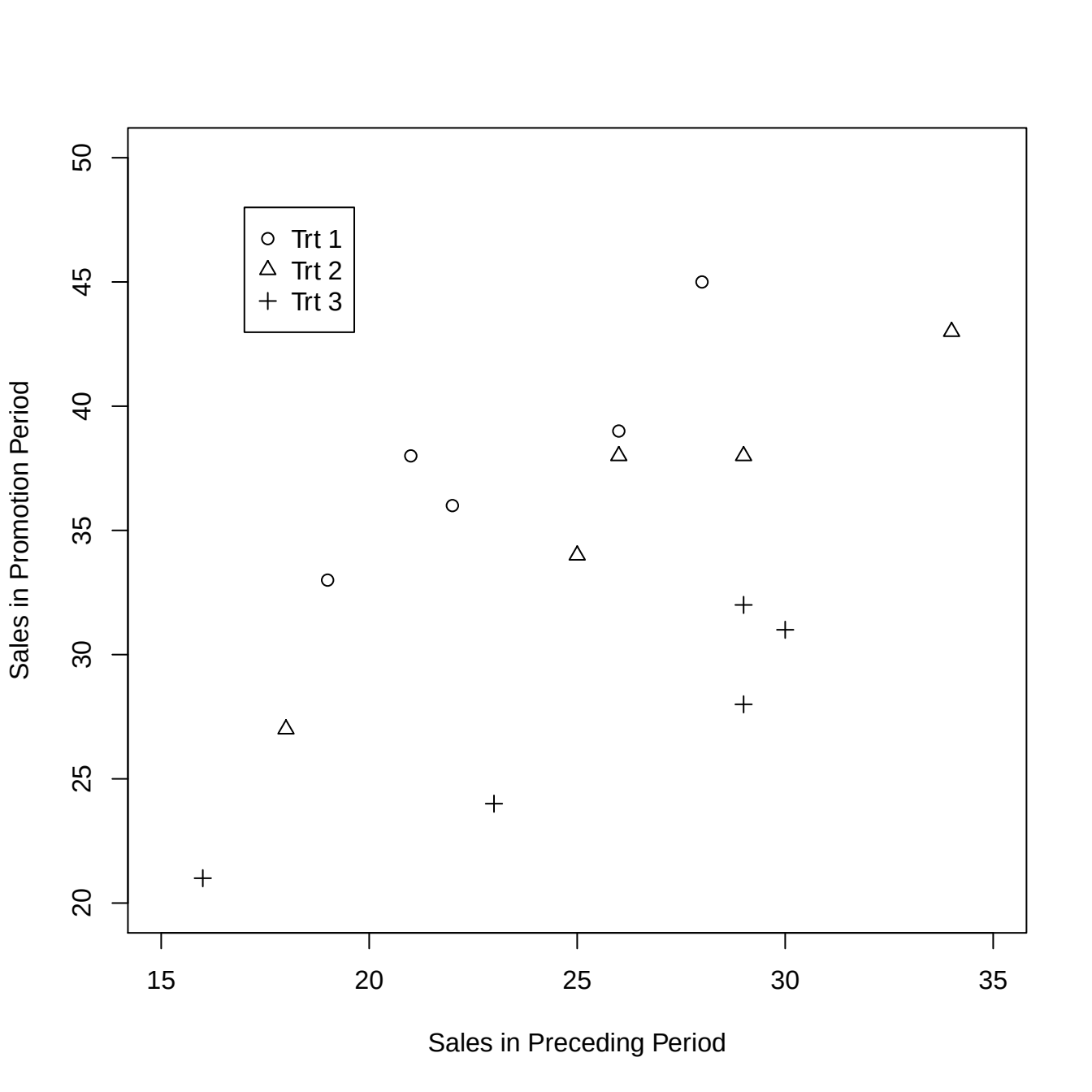
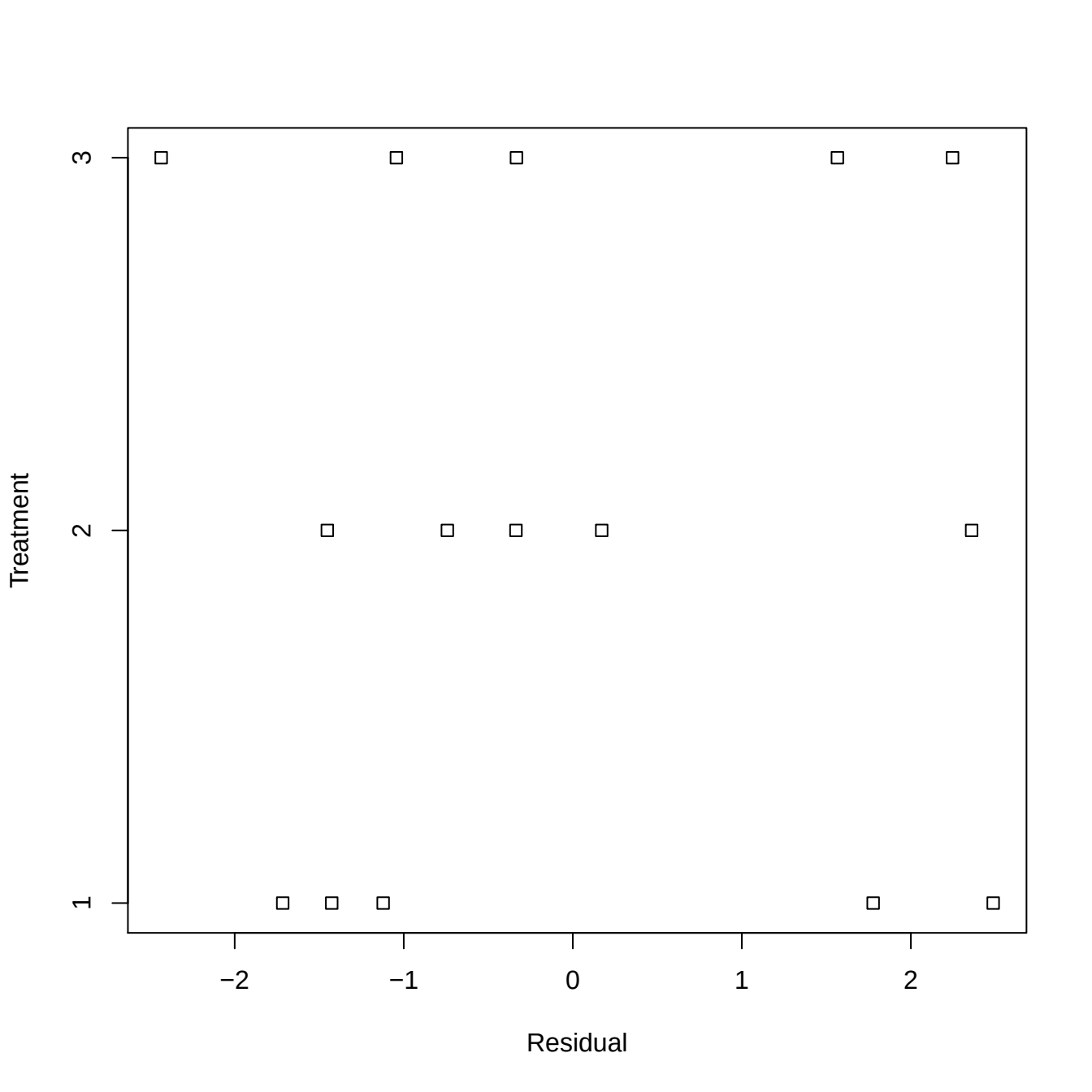
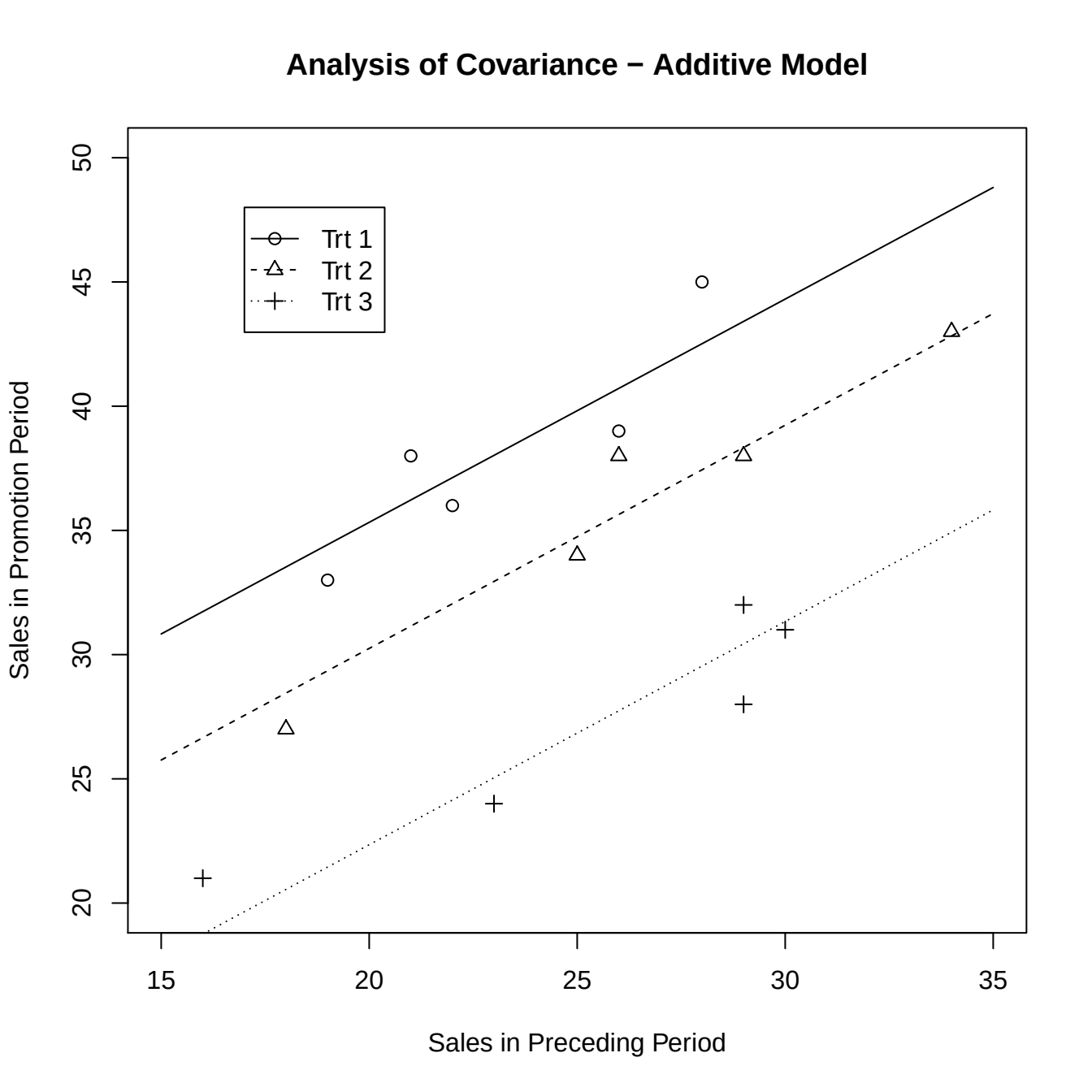

Trt 1
Trt 2
Trt 3
Sales in Promotion Period
Sales in Preceding Period
20
25
30
35
40
45
50
15
20
25
30
35


Treatment
3
2
1
−2
−1
0
1
2
Residual


Analysis of Covariance − Additive Model
Trt 1
Trt 2
Trt 3
Sales in Promotion Period
Sales in Preceding Period
20
25
30
35
40
45
50
15
20
25
30
35