

- Build regression models for improving business processes.
- Design experiments to test cause-and-effect relationships in business processes.
- Use technology and information resources to research issues in business process improvement.
- Write clearly and concisely about business process improvement using proper writing mechanics.

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

Points: 160	Case Study 2: Improving E-Mail Marketing Response			
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Use the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company. Weight: 20%	Did not submit or incompletely used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.	Partially used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.	Satisfactorily used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.	Thoroughly used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.
2. Determine the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Provide a rationale for your response. Weight: 20%	Did not submit or incompletely determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Did not submit or incompletely provided a rationale for your response.	Partially determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Partially provided a rationale for your response.	Satisfactorily determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Satisfactorily provided a rationale for your response.	Thoroughly determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Thoroughly provided a rationale for your response.
3. Recommend the main actions that the company could take in order to increase the response rate of its e-mail advertising. Provide a rationale for your response. Weight: 25%	Did not submit or incompletely recommended the main actions that the company could take in order to increase the response rate of its e-mail advertising. Did not submit or incompletely provided a rationale for your response.	Partially recommended the main actions that the company could take in order to increase the response rate of its e-mail advertising. Partially provided a rationale for your response.	Satisfactorily recommended the main actions that the company could take in order to increase the response rate of its e-mail advertising. Satisfactorily provided a rationale for your response.	Thoroughly recommended the main actions that the company could take in order to increase the response rate of its e-mail advertising. Thoroughly provided a rationale for your response.
4. Propose one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-	Did not submit or incompletely proposed one (1) overall strategy for developing a process model for	Partially proposed one (1) overall strategy for developing a process model for this company that	Satisfactorily proposed one (1) overall strategy for developing a process model for this company that	Thoroughly proposed one (1) overall strategy for developing a process model for this company that