

Individual Written Assignment

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Due 20 Dec by 23:59 **Points** 4 **Submitting** a file upload

File types doc, xls,xlsx, docx, ppt, pptx, txt, and pdf **Available** until 22 Dec at 23:59


Weighting (% of final grade):

40%

Description of Assignment: Please write a 2,000 word response (including Title Page and Reference List) in Times New Roman or Arial size 11 font **to any one of the following:**

Option 1: Designing a data-driven Customer Relationship Management strategy

You work at a telecom company and your task today is to make recommendations towards your firm's customer relationship management strategy. Specifically, you have to do three things and then make your recommendations:

1. Using the attached dataset [OPTION 1 Telco-Customer-Churn.csv](#) , identify the most important determinants of customer churn at your company,
2. Review evidence from external sources to understand how this compares with other research and reports,
3. Identify possible reasons for customer churn that have not been captured in your company's dataset.

Then, based on your analysis propose possible interventions or next steps that the management team should consider as part of their customer relationship management strategy. Please be precise and suggest mechanisms to test the impact of the interventions as well as potential limitations and risks in the recommended approach.

Very important: Please write your report in a way that can be read and understood by a non-technical audience.

Option 2: Critical thinking based analysis

Using the case "*The De Beers Group: Exploring the Diamond Reselling Opportunity*", under Modules, answer the following questions.

Present your analysis of the key drivers of the prices of diamonds. You can use data from the case or data from external sources to make your argument. Specifically address the following questions:

1. Why do diamonds sell for such high prices? Why do pre-owned diamonds sell for such low prices?
2. How does the creation of IIDV affect the market for polished diamonds? The market for rough diamonds?

Then consider, if you are Tom Montgomery, how would you convince the De Beers Executive Committee to launch IIDV as a standalone business unit?

As a member of the De Beers Executive Committee would you vote to end the pilot program, extend it for


As a member of the DE Beer's Executive Committee would you vote to end the pilot program, extend it for another year, or convert it into a standalone unit? Why?





Option 3: Designing your own data-driven decision-making project



You are free to choose your own context to make a data-driven decision. This can be a project that you are presently considering, an entrepreneurial idea, or any other relevant context. You must cover the following questions in your analysis.

1. What broader problem are you addressing in this project?
2. What is your data strategy?
3. What kind of analysis are you running or planning to run?
4. What decisions do you expect to make based on this analysis?
5. What are some of the challenges of this approach?

Letter Grade	Grade Points	Quality Indicator
A	4	Excellent; significant strengths & few weaknesses
B	3	Good; strengths outweigh weaknesses
C	2	Adequate; balanced strengths and weaknesses
D	1	Inadequate; weaknesses outweigh strengths
F	0	Fail; significant weaknesses & few strengths

Individual Written Assignment						
Criteria	Ratings					Pts
 Action Recommendations threshold: 2.0 pts	4.0 Pts Recommended course of action has strong arguments based in the analysis and issues and includes anticipated consequences and alternatives.	3.0 Pts Recommended course of action is appropriate to address major issues, and is linked to the analysis. Some anticipated consequences and alternatives	2.0 Pts Recommendations are mostly appropriate to address issues and are at least partially linked to the analysis. Anticipated consequences and alternatives are lacking.	1.0 Pts The recommended course of action could use more connections to the identified issues, and the addition of one or more anticipated	0.0 Pts Recommendations are largely inappropriate or absent.	--

		are included.		consequences or alternatives would strengthen the plan.		
 Issue Analysis threshold: 2.0 pts	4.0 Pts Presents an insightful and thorough analysis of all identified issues. Includes all necessary calculations.	3.0 Pts Presents an adequate analysis of most of the issues identified, but lacks depth in some areas. Is missing some necessary calculations.	2.0 Pts Presents an adequate yet limited analysis of most of the major issues identified, but lacks depth in several areas. Conclusions may lack support.	1.0 Pts The level of analysis could use better framing and more depth. Factual and/or computational support for the analysis is omitted.	0.0 Pts The level of analysis almost entirely lacks framing and/or depth.	--
 Issue Identification threshold: 2.0 pts	4.0 Pts Presents an accurate and detailed description of a variety of problems and opportunities that are compelling and insightful.	3.0 Pts Most major issues are identified and adequately discussed.	2.0 Pts Several major issues are identified, but may be discussed in a somewhat superficial manner.	1.0 Pts One or two major ideas are identified, but there is only a surface discussion of these major ideas occurs.	0.0 Pts Fails to identify or adequately discuss major ideas.	--
 Organization and Clarity threshold: 2.0 pts	4.0 Pts Paper demonstrates concise and consistent writing. Transitions between ideas are handled well. Formatting is appropriate and writing is free of grammar and spelling errors.	3.0 Pts Paper is organized and clear. Errors do not detract from overall ideas. Could have used better transitions between ideas. Some grammar or spelling errors.	2.0 Pts Paper lacks clear organization. Errors sometimes detract from overall ideas. Some weak transitions between ideas. Grammar or spelling errors sometimes detract from overall clarity of ideas.	1.0 Pts Writing needs outside support. The main ideas are getting lost as a result of the grammar and spelling errors.	0.0 Pts Writing is barely legible to the point that ideas are almost entirely overshadowed by poor grammar and spelling.	--
 Use of Course Concepts threshold: 2.0 pts	4.0 Pts Demonstrates complete command of tools and concepts from the	3.0 Pts Demonstrates sufficient command of tools and concepts	2.0 Pts Demonstrates partial command of tools and concepts from	1.0 Pts Makes only a few, if any, connections	0.0 Pts Fails to make connections between	

	course. Makes appropriate and powerful connections between identified issues and the strategic concepts studied in the course readings and class lectures.	from the course. Makes some connections between identified issues and the strategic concepts studied in the course readings and class lectures.	the course. Makes limited connections between identified issues and the strategic concepts studied in the course readings and class lectures.	between identified issues and concepts from course readings and class lectures.	identified issues and concepts from course readings and class lectures.	--
 Sources & Citation threshold: 2.0 pts	4.0 Pts Evidence and ideas clearly refer to subject matter and aim of assignment, drawn from a range of sources, in addition to assigned readings and in-class discussions, including scholarly books, journal articles, research institutions, government publications, and industry associations. All evidence is properly cited in APA style in-text citations and a correctly formatted reference list.	3.0 Pts Evidence and ideas are taken from a number of sources and author goes beyond material presented in class. Some outside sources are intended for a general audience and/or are web-based (i.e. not scholarly). All evidence is properly cited in APA style in-text citations and a correctly formatted reference list.	2.0 Pts Author has used a limited number of sources for evidence and ideas beyond the assigned readings for the course. Outside sources are almost exclusively web-based. The text may have few in-text citations to identify the source of evidence or ideas; reference list may not be formatted in a consistent and/or appropriate APA style.	1.0 Pts Makes only minimal use of sources provided by instructor and/or relies exclusively on non-scholarly outside sources or personal opinion. Use of in-text citations to document sources may be sporadic and ineffective. The reference list includes only a few sources and is randomly formatted making sources difficult to identify or locate.	0.0 Pts Does not provide sources for evidence or ideas presented in the paper beyond minimal or tangential reference to assigned readings. Relies mostly on general or personal opinion. Statements or evidence are not supported by in-text citations. There is no reference list, or the reference list is not formatted in the appropriate APA manner.	--
 Overall threshold: 2.0 pts	4.0 Pts A	3.0 Pts B	2.0 Pts C	1.0 Pts D	0.0 Pts F	4.0 pts
Total points: 4.0						