

Control Plan

Process Step	Input	Output	Goals	C _{p,lower} /Date	Who	Where	Frequency	Reaction Plan
Get distribution of 5-day increase rate	Trading volume	5-day increase rate distribution	NA		Operations Analyst	Operation Department	Daily	Report to COO to make further decision.
Find critical Value	5-day increase rate distribution	A lower than 0.83% increase rate.	NA		Operations Analyst	Operation Department	Daily	Report to COO to make further decision.
Find potential Factors	Financial product factors	Response model	NA		Business Analysts	Operation Department	Depends on the period of the strategy and financial market environment (around one season)	Report to traders and COO.
	Market factors							
	Platform factors							
	Promotion factors							
Practice in the platform	Response model	Attractive financial products	Increase the five-day increase rate of the trading volume to 1.10%	C _{p,lower} =1.4/Apr 20	Traders	Financial product department	Depends on the new models and financial market environment (around one season)	Adjust the rate of return and term of the products.
Practice in the platform	Response model	New promotion strategies	Increase the five-day increase rate of the trading volume to 1.10%	C _{p,lower} =1.4/Apr 20	Product managers	Market department	Depends on the new models and financial market environment (around one season)	Adjust the amount and frequency of the promotions.