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ITSE 1450

Module 5 Case in Point 2

To create a decision tree for the web-based promotion at Rock Solid Outfitters, begin at the initial decision point—the customer's interaction with the online promotion. This root decision can branch into two: those who participate in the promotion and those who don't. For participants, the tree further diversifies into three pathways: those who only complete the survey, those who only sign up for the newsletter, and those who do both. Each of these pathways has distinct promotional offers tied to them. For example, a customer who engages in both actions earns "Free Shipping + $10 credit for orders above $100". On the other hand, non-participants don't receive any promotional benefits.

When comparing decision tables and trees, both serve unique purposes. Decision tables are straightforward, offering a matrix-like view of potential outcomes. They cater well to scenarios with multiple conditions, making data interpretation efficient for those acquainted with matrix representations. However, their downside is that they can become cumbersome for intricate situations with numerous variables. In contrast, decision trees provide a more visual representation, highlighting the flow and hierarchy of decisions. This makes them excellent for simplifying multifaceted decision-making into a structured format. Yet, a decision tree can become intricate and less user-friendly when there are extensive branches. The choice between tables and trees should be based on the decision scenario's complexity and the user's preference for data representation.