

Assignment 6: Analytical Brief

Auxiliary Two, an international credit card issuer headquartered in Lake Wobegon, Minnesota, commissioned a customer survey. The company mailed out surveys to 100,000 cardholders. They received 8000 responses. For this particular analysis, they randomly selected an equal number of surveys from each of their main portfolios--Student, Basic, and Travel--so they could compare satisfaction across the three groups.

Upper management at Auxiliary Two has been considering discontinuing its student credit card line, because profits from that card are lower than they are for other cards. Some managers feel that it's worth keeping the student cards, though, because students may switch to the more profitable lines after graduation. Since dissatisfied customers probably won't stick with the company, management wants to consider user satisfaction levels in answering this question, and since satisfaction is addressed by the annual cardholder survey, you've been asked to look at the results and determine how satisfied the student cardholders are. Your job is to explain to the management team what the survey results are telling them and what the results are not telling them.

The survey collected primarily demographic information, but there was one question about customer service, which is handled by the same group of representatives for all three cards, and one about satisfaction. The satisfaction question looked like this:

How would you rate your overall satisfaction with your Auxiliary Two Visa card?

Very dissatisfied					Very satisfied
0	1	2	3	4	

For reasons that don't matter to this analysis, the values were translated to a 40-point scale.

From the statistical results provided, prepare a one-page report (including images) that presents your analysis of the satisfaction data. The target audience is your manager's boss, who has a minimal statistical background but is smart and doesn't like being talked down to. You will need to decide which metrics to report and how to make the results clear in a one-page report. Use what you've learned in this class to determine what to report as text and what to report visually. You will be graded on how clearly you communicate the results of your analysis and its limitations, and how efficiently you use the space provided. Be sure to address your audience appropriately and follow Miller's principles for good statistical writing.

[Auxiliary Two Customer Satisfaction Spreadsheet](#)

Assignment due date: 12 noon PST, day of week 11 live session

