Question 12.1

Describe a situation or problem from your job, everyday life, current events, etc., for which a design of experiments approach would be appropriate.

Answer: My spouse works in a truck manufacturing company. They are launching a new program called the preventive maintenance program. This program involves selling maintenance services required for a given number of years. Two different formats were made for the same program. The first one includes selling the number of maintenances for a given time and mileage and the second one selling number of services for given period of time. These two formats were tested out with 30 different dealership out of the available 500 dealership. Each dealership would receive only one of the two formats and sales data was collected from the dealership for this program. All these dealerships had similar customer base and almost same number of customers. All these dealers were also ‘Elite Support’ which means they are all highly skilled salesman and technicians. Based on the sales information collected it was found that format number 2 which was number of services in a given period of time was far more popular than the format number 1.