University of Dayton
MIS 366/MBA 667A ASSIGNMENT 2
See syllabus for due date.

This assignment is worth 10% of your Homework Assignment Component

At the end of Chapter 1 in your course text (Turban, et al) is an application case, Vodafone Uses BI to Improve Customer Growth and Retention Plans. Please read the case and answer each of the five questions at the end.

To complete this assignment, please develop a 2-3 page (double spaced) document that answers all five questions.