

List of Figures

Figure 1.1	Comparison between conventional 3σ and Motorola's 6σ approach	3
Figure 1.2	Ancestors of DMAIC methodology	5
Figure 1.3	Model of Scientific inquiry	7
Figure 3.1	Sigma shift of distribution	40
Figure 3.2	Increased design margin	41
Figure 3.3	Inflated distribution with equivalent mean shift	42
Figure 3.4	Z_{shift} for $c=1$ to 3 and different combination of r_s	46
Figure 3.5	Biasness in dimensional position of natural process tolerance	50
Figure 4.1.1	Effectiveness and efficiency measurements of marketing process	64
Figure 4.2.1	Contributing factors of current marketing scenario	66
Figure 4.2.2	Customer touch points based on "value" aspect	71
Figure 4.2.3	Traditional hierarchical and modern flexible organizational structures	72
Figure 4.2.4	Components contributing to current marketing scenario	75
Figure 4.3.1	Integration basis for Six Sigma and Marketing	76
Figure 4.3.2	Conceptual framework of interactive SSM	81
Figure 4.3.3	(a) Maslow's hierarchy of need (b) Customer value hierarchy model	83
Figure 4.3.4	Customer decision stages and relative marketing efforts required	86
Figure 4.3.5	Customer purchase funnel	87
Figure 5.1	<i>SIPOC with reference to DVC case study</i>	98
Figure 6.1	Value added and non value added stages in process flow	106
Figure 6.2	Value delivery process with conversion and flow component	111
Figure 6.3	Popping ads signifying overproduction in SSM	112
Figure 7.1	Fishbone diagram showing causes of poor marketing results	121
Figure 7.2	Scree plot showing number of factors	129
Figure 7.3	Identification of elements to improve	132
Figure 7.4	Digital marketing tools	134
Figure 7.5	Home page of DVC initial website	135
Figure 7.6	Package detail page of DVC initial website	136
Figure 7.7	Geographical regions from where website is being accessed	138
Figure 7.8	Trend in website users	140
Figure 7.9	Visitor's acquisition channels	140
Figure 7.10	User by time metric	141
Figure 7.11	Navigation path towards contact us page	144
Figure 7.12	New home page of website with data based changes	148
Figure 7.13	Age and gender classification of visitors	149
Figure 7.14	FB ads audience setting	149
Figure 7.15	FB ads bidding strategy	150
Figure 7.16	FB ad to increase awareness	150
Figure 7.17	Improvement in number of daily visitors after SSM efforts	151
Figure 7.18	Google Analytics live window showing improvement after SSM efforts	152
Figure 7.19	Improved visitors engagement on DVC FB page	152
Figure 7.20	Customer review on social media	153
Figure 7.21	Visitors engagement through media type on DVC FB page	153
Figure 7.22	Time duration of most active customers on DVC FB page	153
Figure 8.1	Some well known advertising campaigns	158
Figure 8.2	Google's direct marketing through Ad words coupons	159
Figure 8.3	Seasonal sales promotions	160