

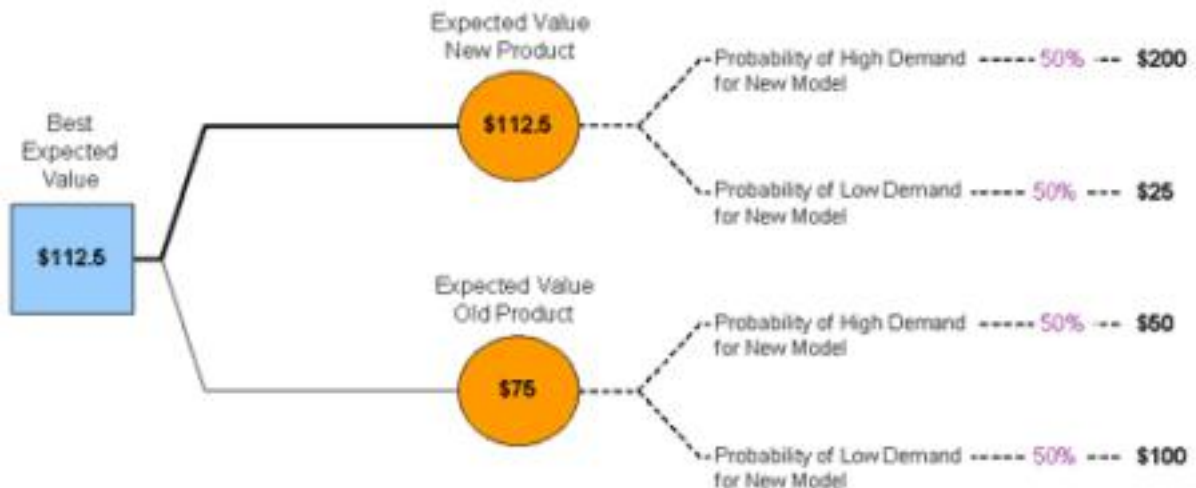
Decision Trees (Download)



Decision trees offer a divide and conquer strategy for solving complex marketing problems that involve multiple decision paths, uncertain outcomes, and the payoffs associated with those decisions and outcomes. They enable you to dissect a larger problem into a set of smaller problems and then integrate the solutions to those smaller problems into a final decision.

XLTree™ is a simple plug-in for Microsoft Excel which allows you to construct simple or complex decision trees right on your desktop by inputting just the basic decision variables and possible outcomes. Here's a sample of what you can create in minutes ...

We have some free sample tools below that show you how XLTree™ can be used to solve some everyday marketing problems.



[Click here](#) if you would like a more detailed tutorial on decision trees and XLTree.

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The Microsoft Excel XLTree plug-in is required to run the tool listed below. To download a free trial version of XLTree or to purchase the commercial version, please visit www.AnalyCorp.com.

[Download Decision Tree tool](#)

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