



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Data-driven Decision Making

2021-1-F7702M034-F7702M118M

Learning objectives

The course has the objective to provide students with knowledge on which type of data and information are used and how they are analyzed to support informed business decision process.

At the end of the course the student will have to demonstrate that he/she is able to:

- Know the main sources of information /data used to support business decision
- Know methods to collect and analyse data
- Apply statistical methods to the data
- Interpret the results obtained, provide synthetic information and recommendation to support business decision

Contents

The course will present the statistical methods focussing on the conceptual and logical aspects that justify their application to different business decisions.

During the course it will be described the statistical analyses and the data used to:

- decide the entrance in a market/product category
- define the product/service portfolio offer and the relative target
- define commercial strategies and measure their in market performance

- optimize the marketing investment return

Detailed program

1. The Sources of Information

- a. Primary and Secondary data
 - b. The of Consumer research- scope and application
 - c. The Panel data
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- a. How to read the data
- b. Data visualization

3. The target market identification

- a. The size of the demand an the competitive context analysis
 - b. The market segmentation and the consumer needs identification
 - c. The brand positioning
 - d. The Price definition
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- a. New product launch- idea generation
- b. Market research to support new product development
- c. New product potential sales estimation (test market and simulated test market)

5. The in market performance measurement

- a. Consumption/sales analysis through retail and home panel
- b. Sales forecast

- a. Statistical model for the marketing investment optimization

Prerequisites

Attendance to Advanced Statistics Course

Teaching methods

Course is delivered through frontal lessons including some case histories discussions. Presented charts and other teaching materials are available on the e-learning platform of the course

In the _____

Assessment methods

Learning verification is composed by an oral examination

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The exam covers the entire teaching program, and in addition to verifying the overall preparation of the student will aim to:

- ascertain the student's ability to formulate articulated answers on the various topics of the programme
- verify students' ability to apply the tools presented in the course to real-world situations.

The assessment

Data Driven Decision and Advanced Statistics are two parts of the Quantitative Methods for Decision Making Course.

Final grade of Quantitative Methods for Decision Making Course is the CFU weighted average of the grades achieved in the two courses.

Data Driven Decision Making course assessment is expressed in 30th takes into account all the tests prepared for the assessment of learning

In the period of emergency Covid 19 oral examinations will be telematics only.

Textbooks and Reading Materials

Teaching material on the e-learning platform

Book: Marketing Research - An applied Orientation; Author: Naresh K.Malhotra; Publishing House: Pearson

Semester

The course will be hold in the second module of the first semester

Teaching language

English
