



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Analisi Quantitative di Mercato - T2

2223-3-E1801M046-E1801M065M-T2

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#### Learning objectives

The course aims to provide tools for market analysis and to show, through cases, how statistical methods allow to face and solve some business problems. Methodologies, investigation techniques and data analysis will be illustrated. Particular attention is paid to the areas of application in the Business to Customer area, the aspects related to the collection, processing and communication of data and the study of business cases.

#### Contents

- Marketing and Market Research
- Database and Sources of Data
- Survey Design
- Customers Segmentation

#### Detailed program

- Marketing and Market Research
- Database and Sources of Data
- Survey Design

-Customers Segmentation

## **Prerequisites**

None

## **Teaching methods**

Taught class

Lessons will be in the classroom and/or via streaming according to University guideline  
[https://www.unimib.it/sites/default/files/DR\\_didattica\\_aprile\\_2022.pdf](https://www.unimib.it/sites/default/files/DR_didattica_aprile_2022.pdf)

## **Assessment methods**

The exam consists of a test with multiple answers and exercises

Exams will be in the classroom and/or via streaming according to University guideline  
[https://www.unimib.it/sites/default/files/DR\\_didattica\\_aprile\\_2022.pdf](https://www.unimib.it/sites/default/files/DR_didattica_aprile_2022.pdf)

## **Textbooks and Reading Materials**

Bassi F (2008) Analisi di mercato. Carocci Editore.

Zani S., Cerioli A (2007) Analisi dei dati e datamining per le decisioni aziendali. Giuffrè Editore

## **Semester**

1

## **Teaching language**

Italian

## **Sustainable Development Goals**

QUALITY EDUCATION

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