

UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Analisi Quantitative di Mercato - 2

2324-3-E1801M046-E1801M065M-T2

Learning objectives

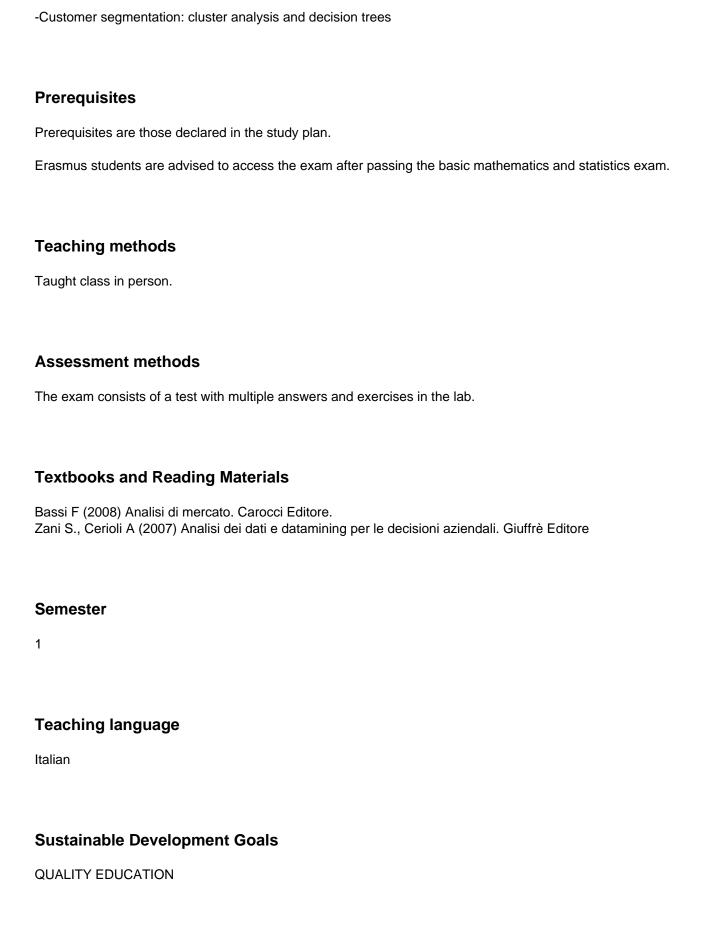
The course aims to provide tools for market analysis and to show, through cases, how statistical methods allow to face and solve some business problems. Methodologies, investigation techniques and data analysis will be illustrated. Particular attention is paid to the areas of application in the Business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

Contents

- · Market research and marketing
- -Introduction to survey design
- -Decision support system
- -Customer segmentation

Detailed program

- · Market research and marketing
- -Public and private data sources
- -The survey: the evaluation scales, the missing data



• Business analytics: indicators to support decisions, the Market Basket Analysis

