UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Quantitative Market Analysis - 1

2425-3-E1801M046-E1801M065M-T1

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

-Customer segmentation: cluster Analysis based on qualitative and quantitative variables and decision trees

Prerequisites

Prerequisites are those declared in the study plan.

Erasmus students are advised to access the exam after passing the basic mathematics and statistics exam.

Teaching methods

2-hour lessons held in face-to-face delivery mode.

Assessment methods

The exams consist of a written test divided into
theory part:
5 true/false questions
an open question on a chosen topic of the course

analytical part
2 exercises made up of different points to be carried out using the calculator

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