UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Quantitative Market Analysis - 2

2526-3-E1801M046-E1801M065M-T2

Learning objectives

The course aims to provide students with a solid theoretical and practical foundation in market analysis, with particular emphasis on applications in the Business to Customer (B2C) context. The objective is to develop the ability to use both public and private data sources to understand market phenomena and support business decision-making (Dublin Descriptors 1: Knowledge and understanding).

Throughout the course, the main research methodologies and data analysis techniques will be presented, with a focus on survey design, the use of rating scales, the handling of missing data, and the quality of the collected information. Students will become familiar with analytics tools that support business decisions (Dublin Descriptors 1 and 2: Knowledge and understanding; Applying knowledge and understanding).

A significant part of the course will be dedicated to customer segmentation, using cluster analysis—applied to both quantitative and qualitative variables—and decision trees. The entire learning path will be supported by the analysis of real business cases, in order to encourage the practical application of the methods learned and to develop the ability to interpret and effectively communicate the results of market analysis (Dublin Descriptors 2, 3, 4 and 5: Applying knowledge and understanding; Making judgements; Communication skills; Learning skills).

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

Students are expected to have a **solid understanding** of basic descriptive statistics. In particular, they should be familiar with the definition, properties, and interpretation of summary measures (including measures of central tendency, variability, and shape), as well as with the purpose of different types of statistical indicators used in data analysis.

Erasmus students **are strongly 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.

If necessary, up to 5 classes may be held remotely.

Assessment methods

The exam consists of a written test divided into two parts:

Theoretical section:
5 true/false questions with penalty for incorrect answers
1 open-ended question on a theoretical topic covered during the course

Analytical section:
2 exercises, each composed of 3 to 4 questions to be solved using a 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

Erasmus students **are strongly advised** to have a sufficient level of Italian to be able to read and write texts without particular difficulties.

Sustainable Development Goals

QUALITY EDUCATION