Module	**Data Analysis for Business L-18**
ECTS	6
Year	Third
Semester	Second
Lecturer	Nadia Cipullo
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Consultation time	At the end of each class and by prior appointment agreed via email

LEARNING AND SKILLS OUTCOMES

The module aims to achieve the following learning outcomes:

With reference to knowledge and understanding

The course aims to provide students with basic notions about data analysis, in line with the defined companies' strategies and with a particular focus on marketing and commercial business activities. The student will be able to understand and evaluate each phase of the process for defining and analyse strategic KPIs and operational metrics.

With reference to applied knowledge and understanding

Through the analysis of case studies, students will be helped to develop initial skills and competences in the use of data analysis' fixation and monitoring techniques and tools.

With reference to autonomy of judgment

The student will be able to autonomously formulate an opinion on the information provided by companies and on the best way to analyse it.

With reference to communication skills

The student will acquire communication skills and the ability to expose the contents with an appropriate technical language.

With reference to the ability to learn

The combination of business cases, theoretical lessons and exercises will enable the monitoring and evaluation of students' learning skills.

DETAILED SYLLABUS

- Metrics vs KPIs
- Sales and customer margins
- Marketing Planning Measures
- Brand metrics
- Customer relationship metrics
- Price metrics
- Digital channels metrics
- Promotion and advertising metrics

- System of integrated metrics (marketing + finance)
- Analysis and interpretation of dashboards

SUGGESTED PRE-REQUISITIES QUALIFICATIONS
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ASSESSMENT METHOD
The exam will take place in oral form.

EVALUATION CRITERIA

With reference to <u>understanding and knowledge</u>, the final exam will assess the student's acquisition of the basic notions relating to the topics listed in the detailed teaching program and the ability to use each metric.

With reference to <u>the application of knowledge and skills acquired</u>, the final exam will assess the student's ability to connect the different topics covered and the ability to use the appropriate metric in order to provide solutions to the cases submitted.

With reference to <u>communication skills</u>, the final exam will evaluate, in addition to the contents of the answers, also the ability to use appropriately the keywords of the specific language learned and to effectively expose the topics.

With reference to the <u>autonomy of judgment</u>, the student must demonstrate the ability to provide opinions and suggestions concerning each strategic and operational information need.

With reference to the <u>ability to learn</u>, the student must demonstrate the ability to use the conceptual and methodological tools acquired.

MARKING CRITERIA

The final grade (established in /30) will be derived as the average of the student's partial results for each of the assessment criteria indicated.

READING LIST/TEXTS

The study material will be provided from time to time by the lecturer.

Compulsory readings for not-attending students:

- Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer & David J. Reibstein, Key marketing metrics, FT Publishing, 2021
- John Davis, Measuring marketing, DeG Press, 2017
- Steve Wexler, Jeffrey Shaffer, and Andy Cotgreave, The big book of Dashboard, John Wiley & Sons, 2017

LECTURER'S ADVICES

Any recommended reading will be suggested during the individual lessons. Supplementary material will be provided to students and uploaded to the platform.