Major

Analytics for Business

The Major **Analytics for Business** approaches general management with an **enhanced data-powered and market-oriented perspective**. Students will learn how to analyze data through the proper tools and models, detect, organize and communicate indicators and dashboards for decision support, and turn the information into a solid, accountable, value-driven business strategy

Analytics for Business Lab (ING-IND/35 and SECS-S/01)	**10**
Applied Statistics (SECS-S/01) Marketing Analytics (ING-IND/35) Advanced Performance Measurement (ING-IND/35)	15

Laboratory

Analytics for Business Lab

Expected Learning Outcomes

The lab aims at showing **practical applications** of top-notch **methods** and **tools to empower decision-making** with data. Students will work in **groups** developing their teamwork skills and will be required to address **real case** studies adopting the methods and tools analyzed and studied along the major and advanced contents discussed in the lab itself. By doing this students will **empower their problem setting and problem solving skills**, train **their data setting and data processing capabilities** and will be encouraged to strengthen **their data culture, market focus , ability to make sense out of data and to give sense to data**

Learning Experience

The lab will consist of a combination of:

(i)   workshops on **advanced analytics skills** (Statistical Natural Language Processing, Outlier Detection Methods, Market Basket Analysis, Graph/Network Theory, etc.);

(ii)   **practitioner seminars** in which a group of companies constituting a scientific committee for the whole major will introduce students why and how those techniques and the others analyzed in the major courses are applied in practice;

(iii) **Hands-on sessions** in which the students, organized in teams, will study real cases provided by the partner companies to provide **concrete answers to real business needs**. This assignment will represent also the **output of the exam**.

Professors
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Examples of involved companies
WPP, Salesforce.com, Coop, CRAI