

Title: Business & Marketing Data Driven Analysis

Company: Datanauti (<https://datanauti.it/>)

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Term: Second (March-April 2025)

Eligible Students: ~30 First and Second years students

Requirements: Python, Jupyter Lab/Notebook, Statistics

Description:

This course empowers students to drive business and marketing decisions using data. The course introduces data-driven decision making, then explores key areas such as customer segmentation, market basket analysis, and predictive analytics. Additionally, students will learn to use Large Language Models (LLMs) to analyze text data and gain insights from unstructured data sources. Throughout the course, students will use Python for data analysis, machine learning tasks, and working with LLMs, and Power BI for data visualization and storytelling. By learning to transform structured and unstructured data into actionable insights, students will become valuable assets to data-driven organizations.

Learning objectives

Students will understand data-driven decision making, learn customer segmentation techniques, and develop targeted marketing strategies. They will grasp market basket analysis, implement recommendation systems, and perform predictive analytics. Additionally, students will analyze text data using Large Language Models (LLMs) and develop data visualization and storytelling skills with Power BI.

Expected learning outcomes

Students will demonstrate enhanced analytical skills and effectively segment customers for targeted marketing. They will structure recommendation systems and predictive models, analyze unstructured text data for insights, and create compelling visualizations. Ultimately, students will understand the critical relationship between data and business, enabling them to drive informed decisions and communicate findings effectively in real-world scenarios.