

ANALYTICS FOR BUSINESS LAB				
A.Y. 2024/2025				
Professors: Piercesare Secchi & Lucio Lamberti				
Day	Timetable	Room		
Monday	15.30-19.00	B8.06		
Tuesday	15.30-19.00	BL27.01		
Date	Hours	Lecturer	Webex class	Content
17 February 2025	2	Secchi + Lamberti	Lucio Lamberti	Course introduction and presentation
18 February 2025	4	Secchi + Lamberti	Piercesare Secchi	Seminar on Anomaly Detection and its Methods
24 February 2025	4	Secchi + Lamberti	Lucio Lamberti	Seminar on current challenges in CRM and Survival Analysis
25 February 2025	4	Secchi + Lamberti	Piercesare Secchi	Causal inference
3 March 2025	4	Secchi + Lamberti + Fortin	Marc-Antoine Fortin	Marketing mix modelling and attribution modelling frontiers
4 March 2025	4	Secchi + Lamberti	Piercesare Secchi	Gamma poisson models CRM
10 March 2025	4	Secchi + Lamberti	Lucio Lamberti	Launch of the projects
11 March 2025	4	Secchi + Lamberti	Piercesare Secchi	Launch of the projects
17 March 2025	4	Secchi + Lamberti	Lucio Lamberti	Launch of the projects
18 March 2025	4	Secchi + Lamberti	Lucio Lamberti	Launch of the projects
8 April 2025	4	Secchi + Lamberti	Secchi + Lamberti	Mid-term assignment review with professors
6 May 2025	4	Secchi + Lamberti	Secchi + Lamberti	Mid-term assignment review with professors
TBD (upon classroom availability)	4	Secchi + Lamberti	Lucio Lamberti	Project presentation (poster session)