MARKETING ANALYTICS
A.Y. 2024/2025
Professors: Lucio Lamberti & Gloria Peggiani

Day	Timetable	Room
Thursday	14.30-18.00	B6.3.2

Date	Hours	Frontal	Interactive	Lecturer	Content	Reference Slide(s)
19 September 2024	2	x		Peggiani/Lamberti	Course introduction and presentation	00_Course Introduction
26 September 2024	4	x		Lamberti	**Customer evaluation:** CLV & Stochastic Modelling + Stochastic Modelling Exercises	01_Customer Valuation
3 October 2024	4	x	x	Lamberti/Peggiani	**CLV:** final remarks; CLV exercises	02_CLV Exercise Session Text, 02_CLV Exercise Session
10 October 2024				**Class suspension (graduation day)**		
17 October 2024	4	x		Lamberti/Peggiani	**Primary Market Research:** Marketing Research Process & Methodologies; **Multivariate statistics** for market research	03_Marketing Research 03_Multivariate Statistics for Market Research
24 October 2024	4	x		Peggiani	**SEM for multivariate analysis; Marketing Spending Optimization:** Theoretical Background & Statistical Tools for Marketing Mix & Media Attribution Modelling	04_SEM for Multivariate Analysis 04_Marketing Spending Optimization
31 October 2024	4		x	Lamberti	**Customer evaluation: CLV** Exercises + **Project launch**	05_CLV Exercise Session PW_Assignments & Info
7 November 2024	4		x	Peggiani	**Attribution Modelling** **Exercises on multivariate statistics** for social research	04_Marketing Spending Optimization 06_Multivariate statistics Exercise Session
14 November 2024	4	x		Lamberti	Introduction to **CRM analytics**	07_CRM Analytics
21 November 2024	4		x	Lamberti	RFM Analysis, Market Basket Analysis - exercises	07_CRM Analytics

Date				Lecturer	Topic	Reference
28 November 2024	4		x	Peggiani/Lamberti	Exercises on multivariate statistics for social research **Project works:** Assignment review	*08_Multivariate statistics Exercise Session*
5 December 2024	4	x		Lamberti	**Churn Prevention:** Theory & Methodologies (Regression, Survival Analysis, Classification Trees & Random Forest Application)	*09_Analytics for CRM_contractual setting*
12 December 2024	4	x		Lamberti/Peggiani	**Practitioner Perspectives** on Marketing Analytics	-
~~**19 December 2024**~~	~~4~~		~~x~~	~~Lamberti/Peggiani~~	~~**Project works:** Assignment Review~~	■