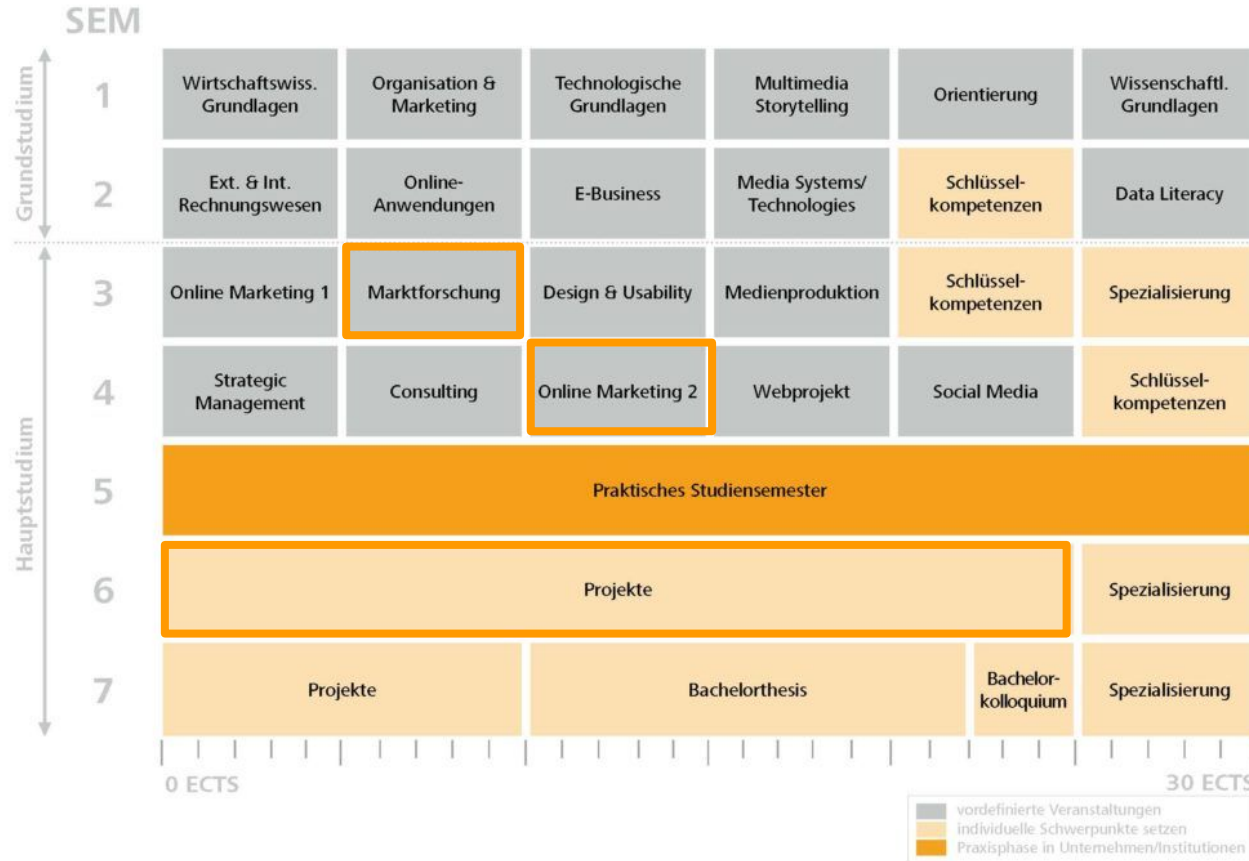


# Willkommen!

## Modulüberblick

Prof. Dr. Jan Kirenz  
HdM Stuttgart



- Marktforschung (2 SWS)
- Statistik (2 SWS)
- Big Data & Web Analytics
  - Vorlesung 2 SWS
  - Übung 1 SWS
- Applied Analytics
- Data Storytelling
- Data Science & Data Engineering

# Data-Driven-Marketing und Web Analytics

