

TITLE

"BIG DATA MONETIZATION FOR RETAIL"

DESCRIPTION

Created in 1983, Oney Bank is implanted today in 11 countries all around the world with more than 2900 employees.

Subsidiary of Oney Italy, Oney Data is a fast-growing, young and international Business Unit composed of data consultants, data scientists, BI, Data Viz, UX/UI Designers, and IT.

We are brought together by our passion for retail, data, technology and innovation.

This lab will give you an overview on all the techniques we currently use to read and interpret our customers' data. There will be a focus on how we compute interesting KPIs and segmentations to transform big data into smart and easily readable ones.

DURATION:

20 H (5 slots of 4 hours)

CALENDAR :

h. 8,30 – 12,30

Thursday Oct 15

Thursday Oct 29

Thursday Nov 12

Thursday Nov 26

Thursday Dec 10

MAIN CONTENTS:

- Oney Data and the Datasharing Platform project: computation and visualization
- Customers segmentation and Customer Relationship Management
- Transactional data management
- Basket Analysis, Association Rules, Cannibalization, Promotions, Assortments : how to monetize the data ?

ELIGIBLE STUDENTS :

Max 15 total students (1 from MIE)

Preferred Skills:

- Basic knowledge of R/Python
- Basic knowledge of SQL and Relational DB
- Interest in Innovation and Retail

Email for sending applications: dse@unimi.it

Application deadline: September 24th 2020