

TITLE

Data Science&Economics Lab

ADVANCED ANALYTICS IN THE OMNICHANNEL MARKETING

DESCRIPTION

intarget is a partner for strategic consulting in digital marketing, born in Pisa in 2001 and currently has four additional offices in Milan, Rome, Lugano and Shanghai. For two decades it has supported companies in their evolution and the ongoing transformation of online communication, making the most of the potential offered by digital marketing. Today, with a team of more than 150 professionals, intarget is able to design innovative digital solutions while achieving their goals to build effective measurable brand strategies and accompanying national and international brands on a digital path to full maturity. Digital advertising, Search Engine Optimization, UX/UI, Digital Design, BI, Data Science, Data Engineering experts work together to analyze, create, optimize and manage key touchpoints for the coverage of the consumer journey in an integrated marketing strategy.

In the last ten years the need to use advanced techniques to analyse and activate the big amount of data stored from digital marketing, makes Machine Learning techniques the key solution.

Marketing data analysts use machine learning to discover customers' patterns in their omnichannel journey from brand exposure to lead generation and purchase. The aim is to optimize advertising according to business opportunities.

Fast decision or automated activation according to data insights permit brands to thrive.

This lab will introduce you to fundamentals of digital marketing and to the main techniques we currently use to analyze and activate customers' data.

The goal is to test themselves in the analysis of real use cases (intarget will provide data from real cases).

The output of the lab will be a presentation of the results of a dedicated case study and the notebook of the developed solution. The students will be divided into 5 groups of 3.

DURATION

20 hours:

- 2 slots of 4 hours of practical lectures to introduce marketing topics and the main technique and cloud environment to work
- 8 hours of homework in groups aimed at developing the assigned project
- 4 hours to present results of the homework

CALENDAR

Tentative schedule

- March 24th 09.00 - 13.00
- March 28th 14.00 - 18.00
- 8h homework : students can schedule slots with the lecturers to check work in progress
- April 8th 14.00 - 18.00 : homework's presentation

MAIN CONTENTS

- Digital Marketing Overview and KPIs
- Data Environment and Workflow in the Google Cloud Platform
- Attribution model, Customer segmentation, Conversion forecasting, Churn Rate forecasting, Basket Analysis

Intarget Group S. r. l

Via Giuntini, 25 Area 42 - 56021- Navacchio - Pisa - Italy - T: +39 050 6200275 F: +39 050 6200279 - www.intarget.net - info@intarget.net - Capitale Sociale € 110.000,00 i.v. - P.I./ Cod. Fisc. 01225430451

La società è soggetta ad attività di direzione e coordinamento da parte di Neomedia S.r.l. con sede a Navacchio in Via Giuntini 25 - P.I. 01219830450 Capitale Sociale € 100.000,00 i.v. Registro Imprese di Pisa n. 16829



ELIGIBLE STUDENTS

Max 15 total students. Students will be gathered in 5 groups of 3.

PREFERRED SKILLS

- Knowledge of Python
- Knowledge of SQL and Relational databases
- Interest in Marketing

Email for sending applications: dse@unimi.it

Application deadline: March 14th