

Business & Predictive Analytics for International Firms (with Excel Applications)

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Teaching Aims: At the end of this class, the student will know more about how to collect, manage and use data for business analytics purposes, using Excel proficiently:

- to use data for descriptive purposes;
- to use data for predictive purposes;
- to use data for prescriptive purposes.

Program:

1. The concept of Business Analytics (what is it?, why is it needed?, what is it good for?, how can we implement it?)
2. Descriptive analytics
 - 2.1. Visualization, exploration and data analysis
 - 2.1.1. Pivot Tables
 - 2.1.2. Dashboards
3. Predictive analytics
 - 3.1. Predictive models (from causal models to time series models)
 - 3.2. Excel tools for predictive analytics with practical international examples (what if analysis, scenario manager, data tables) using OECD data.
4. Prescriptive analytics

Evaluation: The recognition of credits is subject to the attendance of $\frac{3}{4}$ (3 out of 4) of the scheduled classes and the preparation of an assignment consisting of the application of the concepts learned during the module to a database chosen by the student and the preparation of a summary report of the analysis performed (about 2000 words). The assignment is to be prepared working in groups of about 3 students.

ECTS recognized: 2

Schedule of Classes:

- November 9 (16.30) & 10 (9.30-12.30), Sala 1 Vicenza
- November 16 (16.30) & 17 (9.30-12.30), on the ZOOM platform.

Please be aware that available seats are limited.

For further information and to enroll please contact angelo.zago@univr.it