

## COURSE DETAIL

### DATA-DRIVEN ANALYSIS AND DECISION-MAKING IN BUSINESSES

**Country**

Italy

**Host Institution**

University of Commerce Luigi Bocconi

**Program(s)**

Bocconi University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Statistics Business Administration

**UCEAP Course Number**

176

**UCEAP Course Suffix****UCEAP Official Title**

DATA-DRIVEN ANALYSIS AND DECISION-MAKING IN BUSINESSES

**UCEAP Transcript Title**

DATA DRVN ANALYSIS

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course examines how to make decisions in business by leveraging a structured approach based on theorizing about possible future scenarios and implementing data-driven actions. The first part focuses on theoretical aspects of decision-making, while the second part focuses on data-driven analysis and interpretation of data from a business point of view. Through concrete and practical applications, students learn how to diagnose business problems, offer appropriate solutions, and generate innovative opportunities. The course focuses on the best practices that a firm can adopt to make rational decisions, namely: a structured course of action to make more rational decisions; a language to describe decisions and distinguish strategies, scenarios, and outcomes; models and statistical techniques; structured descriptive statistics; linear regression model; applications; and real cases using statistical software (Stata).

## Language(s) of Instruction

English

## Host Institution Course Number

30587

## Host Institution Course Title

DATA-DRIVEN ANALYSIS AND DECISION-MAKING IN BUSINESS

## Host Institution Course Details

[https://didattica.unibocconi.it/ts/tsn\\_anteprema.php?cod\\_ins=30587&anno=2024&ld...](https://didattica.unibocconi.it/ts/tsn_anteprema.php?cod_ins=30587&anno=2024&ld...)

## Host Institution Campus

Bocconi University

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Management and Technology

**Course Last Reviewed**

2023-2024

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