2020 Domestic MSM Summary

Details

Instructor(s) name: Douglas Bowman

Module title: Syndicated Data Analysis

Strategic Theme

With which of Goizueta's strategic theme(s) does the proposed module align?
Select all that apply.

- ☒ Analytics
- ☐ Behavior & Decision Insights
- ☐ Entrepreneurship
- ☐ Healthcare
- ☐ Leadership
- ☐ Private Equity & Real Estate
- ☐ Social Enterprise
- ☐ None of the above

Academic Content Summary

The learning objective of this Module is to give students hands-on experience using syndicated data to generate market insights, which in turn drive actionable category and product/brand plans.

Training in the analysis of syndicated data is important for our students to be competitive in their summer internship and initial fulltime job assignments. These skills are useful for students in marketing and in consulting. The content is refreshed each offering.

Syndicated data is a general term for data collected by a third party. A major focus is retail scanner data as this type of data is used by our students who work with or for consumer packaged goods companies (e.g., Unilever, Coca-Cola, etc.). The concepts examined and tools learned are applicable to analyses of other types of syndicated data (e.g., that found in the pharmaceutical industry, or technology).

The module is run as a lab. The module is organized around a series of topics, each of which begins with a short overview / tutorial by the instructor, and is followed with a hands-on data exercise. The module will bring in 2 guest speakers working in the analytics field to help make the linkages to practice clearer. Finally, the module spends about 2 hours helping students to understand how to read and interpret research (white papers; scholarly journals) based on analyses of syndicated data.

Student Requirements

- Laptop with Excel installed. Mac is fine, though the demos are done using the Windows version.
- Python that will be made available for interested students.

Module Prerequisites (if any)
Data and Decision Analysis completed.