MASTER IN ENTREPRENEURSHIP
INNOVATION MANAGEMENT
IN COLLABORATION WITH MIT SLOAN

IN COLLABORATION WITH
MIT MANAGEMENT SLOAN SCHOOL

UNIVERSITÀ DEGLI STUDI DI NAPOLI
PARTHENOPE

MASTER MEIM 2021-2022

Marketing analytics
Data-driven decision making
Master 2021-2022

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Prof. Innovation and Business Design

Introduction to data management in a digital era	Prof. Simoni
Data management for key decisions: Groupon case and debriefing	Prof. Simoni
Data management gap analysis for marketing choices	Prof. Simoni
Business game warm up	Prof. Simoni
Play and win + debriefing	Prof. Simoni
Play and win + debriefing	Prof. Simoni

- Data management basics

- Evolutive tendencies in the Data management

- Data management and marketing decisions
- Ask the right questions
- To attribute the correct meanings
- Identify missing points

- Team building

- Classroom tasks

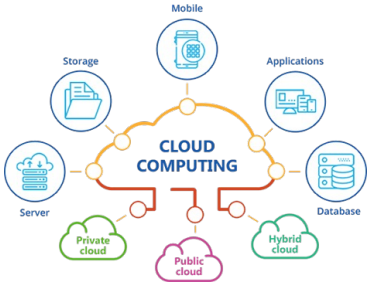
Data management concept

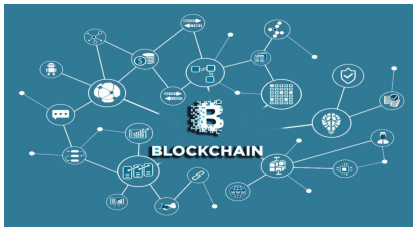
Data Management is the set of policies, practices, and procedures for managing information relative to the comprehensive needs of a business.

The main objective of Data Management is to transform available data into valuable resources.

Data → **Management decisions**

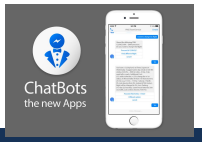
Data Management evolution





Data Management evolution

- ✓ Real-time data acquisition
- ✓ Integration of data from all touch points
- ✓ Data storage in a systematic and organized manner
- ✓ Recognition of useful patterns within the data
- ✓ Sharing patterns in view of usability
- ✓ Automation of responses through data-driven logic



In this scenario, what becomes the role of the marketing manager?

Someday machines will be able to solve all problems, but never one of them will be able to pose one.*(A. Einstein)*

Three data management challenges for the marketing manager in the age of the marketing paradox

Ask the right questions

Assigning the correct meanings

Identify missing points

Ask the right questions

- ✓ What phenomena to observe?
  - ❖ The data doesn't speak for itself

- ✓ What metrics to use?
  - ❖ Unit of measurement affects perception

Ask the right questions

Customer

Competition

Price

Financial Results

Product

Distribution channels

Promotion

List for each of the above items the key metrics you are aware of.

Assigning the correct meanings

- ✓ What connections do you make between the observed data
  - ❖ Data qualify with each other

- ✓ What value should be placed on the observed data?
  - ❖ Data has no color

List the main marketing tools for representing data that you are aware of.

Identify missing points

- ✓ What areas in terms of data are uncovered?
  - ❖ Data is never complete

- ✓ How can the gaps be bridged?
  - ❖ Data requires appropriate behaviors to be collected

List possible areas for which it may be complex to collect data in consumer markets.

Team building

What data should be analyzed and monitored to understand Whether Groupon's marketing strategy is working?

After reading the case study:

- Identify phenomena to observe and metrics to use
- Draw a map that identifies both the links between metrics and phenomena and any links between metrics

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