

Assolombarda Lab 2025

DATA SCIENTIST FOR BUSINESS COMMUNICATION

Descrizione

The professional figures of the *data scientist* and the *data visualization specialist* are increasingly important even in the broad sector of **business communication**, especially in organizations projected on innovation and digital transformation.

Companies require profiles capable of generating, managing and making business analytics intelligible to **support competitive communication strategies**, to **support managerial decisions** and **direct the choices of customers** or potential customers.

In this sense, the data analyst of business communication companies is configured as a professional capable not only of creating and managing the data itself, but also of:

1. fully understand the strategic importance of analytics-based communication, in terms of effectiveness and persuasiveness;
2. design structured presentations to communicate insights in a clear and consistent way with the communicative objective;
3. transforming quantitative information into "readable" and friendly communication flows, making data (and the strategic messages underlying them) fully understandable to heterogeneous audiences, experts and non-experts and functional to the definition of effective digital marketing strategies.

Companies that deal with **Business Communication Services** propose a laboratory in which some *case histories* and examples of analytics-based communication strategies will be analyzed. The goal is to provide students with elements of orientation to skills towards a world where the data scientist is destined increasingly in demand.

Companies involved

- **Twin Studio**
- **TBWA**
- **MY PR**
- **University Box**
- **Cheil**

Calendar

The lessons will take place in **via Celoria 18, Milan**.

The Workshop will last **18 hours, divided into 5 meetings**:

4 november 9.30 – 11.30 Twin Studio + Assolombarda

11 november 9.30 – 13.30 TWBA

18 november 9.30 – 13.30 Cheil

25 november 9.30 – 13.30 University Box

2 december 9.30 – 13.30 MY PR (Autoscout24)

Eligible Students

20

Admission requirements

No requirements

Learning objectives

Real business cases will be presented and it will be shown how to use the main tools (GFK, TSSP, etc.) and proprietary tools.

Illustration of dashboards for monitoring the progress of digital marketing services.

Data analysis and identification of KPIs functional to the definition of digital marketing strategies.

The profession of Strategic planner within a media center or within an advertising agency will be analyzed.

Expected Learning Outcomes

Understanding of the strategic importance of analytics-based communication, in terms of effectiveness and persuasiveness.

Ability to transform quantitative information, making data (and the strategic messages underlying them) fully understandable to heterogeneous audiences.

Understanding of the different data flows that can be tracked through the customer journey and information related to dashboards for decision support in marketing strategies.

Selection

In order of registration.

Laboratory delivery methods

The laboratory will be in presence, with some possible exercises to be carried out individually or in group.