COMMUNICATIONS METRICS, WEB ANALYTICS & DATA MINING

A.A. 2023/2024

Lesson n. 7

EXAM DATE, PLACE AND EVALUATION CRITERIA

IMPORTANT

ON DECEMBER 9TH

ROOM4 – GROUND FLOOR

PIAZZA DELLE VASCHETTE

TEAM MEMBERS OF THE SAME TEAM CAN BE ONLINE AND OFFLINE

ALL TEAM MEMBERS ARE REQUESTED TO PRESENT A PART OF THE PROJECT

EVALUATION GRID (from 1 to 5)

1. OUTPUT QUALITY

2. PRESENTATION QUALITY

3. TEAMWORKING

4. OBJECTIVE ACHIEVEMENT EXCERCISE 1

5. OBJECTIVE ACHIEVEMENT EXCERCISE 2

FINAL SCORE

YOU HAVE 15 MINUTES

Time for questions!

Additional analysis are accepted

Output: presentation in any creative format (you can use power point, prezi, videos or others)

COMMUNICATIONS METRICS, WEB ANALYTICS & DATA MINING - A.A. 2023/2024

WRITTEN TEST - FINAL EXAM WORKING GROUPS EXERCISES

Exercise_1: Data analysis on a big database on communications clippings including **model, Reach, AVE**.
Students will determine the **SOC (share of coverage), SOR (share of reach) on different channels upon one brand** (assigned by the professor) **and overall SOV (share of voice) by channel among competitors, including overall key highligths**.
Additional analysis are accepted
Output: presentation in any creative format (you can use power point, prezi, canva, videos or others)

Exercise_2: **Brand** analysis by **quantitative** and **qualitative** data:
Students will provide **model** (assigned by the professor) **segmentation by tonality, by topic, AVE by channels, including seasonality (timeline) by volume and value, including key highligths.**
Additional analysis are accepted
Output: presentation in any creative format (you can use power point, prezi, canva, videos or others)

*Each team has been assigned with one of the following number as shown in the next slide,
in order to analyse a specific brand and model according to the above tasks.*

1 **Big Data Geneva – Jaguar // Exercise 2: Honda CRV**   3 **Big Data Geneva – Lexus // Exercise 2: Honda Civic TypeR**

2 **Big Data Geneva – Toyota // Exercise 2: Honda Civic**   4 **Big Data Geneva – Land Rover // Exercise 2: Honda Civic**

Analytics avengers `1`

1. Timothé Delas
2. Carolin Felice Dudda
3. Riccardo Faiola
4. Lorenzo Gori
5. Amber Algan
6. Michelle Knuth
7. Chiara Correale Santacroce
8. Martina Violi
9. Gabriela Souza Santos

The Wonderwomen Of Metrics `4`

1. Cascone Martina
2. Cimino Gaia
3. Deplano Cecilia
4. Fantasia Anastasia
5. Paradiso Marcella
6. Sciscione Valentina
7. Villa Virginia
8. Ben Rejeb Sarra
9. Mejri Oumaima

GTREnzo `2`

1. Ugne Vedeikaite
2. Ania Zaskorska
3. Yari Haagsma
4. Filip Lybert
5. Elifnaz Sahinci
6. Andrea Berardini
7. Katerina Papamiltiados
8. Bayrem Herzi
9. Fabio Gallino
10. Ane Romero Del Busto

The enthusiasts `1`

1. Mariia Sysa
2. Elena Sysa
3. Haykuhi Gevorgyam
4. Haider Irfan
5. Muhammad Hammad Irfan Rao
6. Nurlsultan Imamidinov
7. Mechmachi Rania
8. Fatima Ezzahrae Berber
9. Damian Tellez Mondragón

Rise&Shine `3`

1. İbrahim Berkay Ergüler
2. Maha Guennoun
3. Thu Phuong Tran
4. Odín Radu Lledó Torrighelli
5. Berna Arabacı
6. Zeki Kubilay Ünal
7. Nihan Karaefe
8. Irina Malkhasian
9. Ibrahim Bizid
10. Barış Şahin

We excel `2`

1. Chiara Amore
2. Chiara Manca
3. Elisabetta Acella
4. Emily Maranzano
5. Irene Porro
6. Ludovico Balestra
7. Simona Santullo
8. Victoria Magerl Fialho
9. Wiktoria Anna Konopka
10. Giacomo Fabbri

Team Leader

Big Messtrics `3`

1. Binene Viviane
2. Blasi Giorgia
3. Ermetes Valentina
4. Gigliotti Flavia
5. Maselli Noemi
6. Mele Micol
7. **Sicilia Sofia**
8. Marylou Attanasio
9. Fusco Francesca

BIG 10 `2`

1. AGO STELA
2. AKSIUTENKO   ALEKSANDRA
3. Fadeyeva   Arina
4. Ixanova   GULNAZ
5. KABDRASHEV   ALMAT
6. KAMALOVA   IULIIA
7. Makhmudova   AZIZA
8. SAIDOV   SHERIK
9. TEBELEV   PETR
10. TSOY ANNA

Honeybees `4`

1. Dariya Dzhambazova
2. Carla Deidda
3. Alessandra D'Amici
4. Gloria Terrosu
5. Giorgia Parisella
6. Camilla Geronzi
7. Camilla De Angelis
8. Lucrezia Perone
9. Valeria Rinchinova
10. Ludovica Montrone

The internationals `3`

1. Aurora Santirocco
2. Lodovica Farnedi
3. Sara Mercolini
4. Simone Adriano Scorzo
5. Matilde Granati
6. Giulia Gusso
7. Aniello CrescenzI
8. Giorgia Azzone
9. Aurora Locatelli

Two minutes `1`

1. Leonardo Parisi
2. Lorenzo Fabris
3. Ludovica Lombardi
4. Flavia Iannini
5. Irene Acerbi
6. Vladyslay Shevchenko
7. Lillian Hagala
8. Bojana Petrusijevic
9. Valerio Spreafico
10. Doroteja Prvulovic

Team Leader

Handsome Macedonia 4

1. Catalina Benitez.
2. Alessandra Giuli.
3. Juan Buitrago
4. Eduardo Muñoz
5. Giorgia Tarei
6. Chiara Marrai.
7. Giorgia Moretti.
8. Antonio Palade.

Dolce Vita 1

1. ÖYKÜM ÇALIŞKAN
2. NİLGÜN ESKİAVCI
3. GÖKCAN YÜCE
4. AYŞE SELEN ERGİNCAN
5. KATARINA VUKOTIC
6. SARRA DAHMEN
7. FAHMİ ABİD
8. RIAD LAMBARANSKIY
9. ZHANGIRKHAN NURLIBAYEV

Team Leader

18 November, 2023 – 9.00 A. M. – 1.00 P. M.
Room: Aula Pizzardo – Borgo Sant'Angelo 13, Roma

Social Media Key Metrics

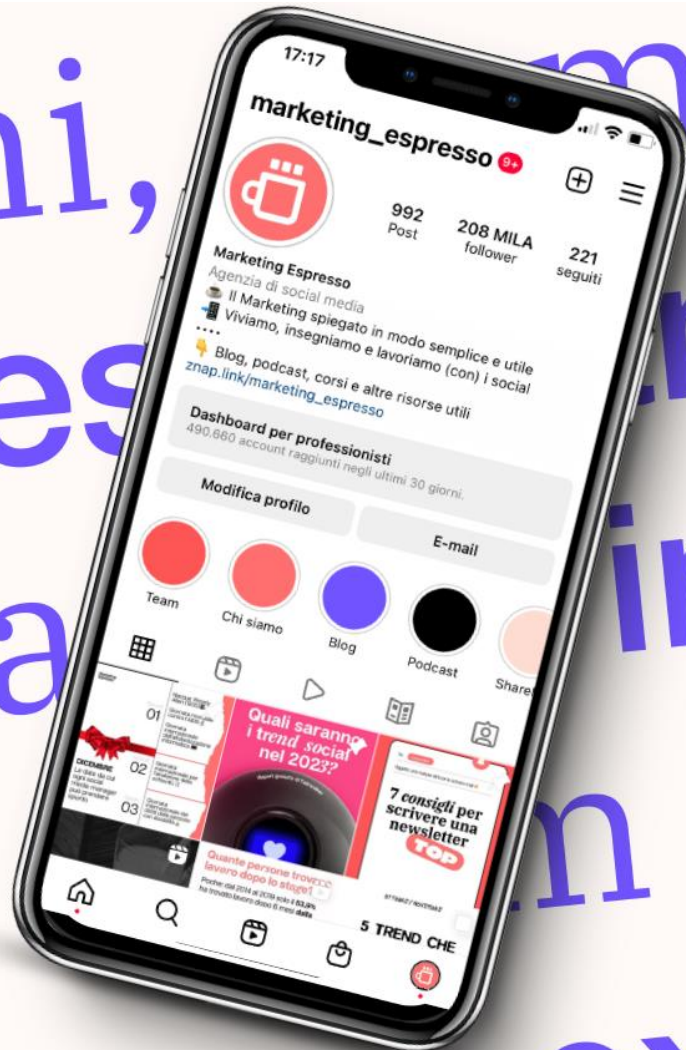Measure what matters from Earned to Shared Media

SPEAKERS

Alessandro Orsini
Head of Operations, Marketing Espresso

Maria Chiara Cianci
Project Manager, Marketing Espresso

How do I measure and report on external comms?

Data analysis on a database on comms clippings.

Please built a report on a presentation tool:

1. A summary chart containing Key Messages (Topics)

2. Overview of Coverage and Reach, including split by channels

3. Tonality split by Topics

4. A summary chart by channels containing coverage, share of media mix, reach, share of reach, coverage by tonality

5. Include graphics on coverage by source, reach by source, coverage by tonality

6. Top 5 Publication Talking About This (by reach)

7. Visibility timeline by media type (optional)

8. Top 3 Key Insights from Data Analysis and action plan

PLEASE SEND YOUR CREATIVE
AND ANALYTIC PRESENTATION
VIA MAIL TO F.FERRARI4@LUMSA.IT
BY NEXT THURSDAY NOVEMBER 23TH

Marketing Espresso

https://marketing-espresso.com/risorse-gratuite/

https://marketing-espresso.com/tools-utili-digital-marketing/

Social Media Report 2023

https://www.talkwalker.com/social-media-trends

News Sources for Social Media and Marketing

https://www.theverge.com/

https://www.socialmediatoday.com/

https://hypebeast.com/

https://www.thedrum.com/

https://www.engadget.com/tag/news/

https://www.fastcompany.com/

https://www.marketingdive.com/

https://techcrunch.com/

Platform

https://www.notjustanalytics.com/

https://www.rivaliq.com/free-social-media-analytics/