

Seminario

Martedì 16 Dicembre, ore 9:00-10:00

Aula Multimediale, Piano I – Palazzo delle Scienze

Applied statistics for the market: how companies turn research into decisions

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Abstract – Companies do not conduct market research out of curiosity, but to make better decisions. Behind every new product, communication campaign, or positioning strategy lies a process of statistical collection and analysis that turns consumers' opinions into actionable information. The seminar will offer an overview of how firms concretely apply statistical tools in market and consumer research: from sampling design to variable selection, from quantitative interpretation of insights to evaluating the impact of marketing strategies.

Through real cases drawn from the daily work of a market research institute, the session will illustrate how a study is built, which professional roles are involved and how results are ultimately translated into business decisions. The aim is to show students not only the theory, but the practice of research: how statistics make markets readable, and how companies use them to understand consumers and guide strategic choices.

(nell'ambito delle attività del corso di **Metodi statistici per l'analisi di mercato e il marketing**, LM 77 – Direzione Aziendale, Docente: **Venera Tomaselli**)