



EDUCATIONAL WORKSHOP

Methods and tools for data analysis in tourism

a.y. 2026-2027

Sigla del Laboratorio	PMTS01
Responsabile didattico	Prof. Andrea Pozzi and Dott. Antonio Pezzano
Referente di ruolo	Prof. Andrea Pozzi
Esperti	None
Periodo di svolgimento	Second semester (March to May 2026)
Corso di studi proponente	PMTS
Numero massimo di studenti ammissibili	10
Eventuali prerequisiti disciplinari richiesti	None
Contenuti e obiettivi formativi	This course is designed to help students grasp the basics of making evidence-based decisions in the context of marketing tourism. The approach is hands-on, with a focus on role-playing and reverse engineering from real-world cases. Students will learn the theory by pretending to launch a marketing campaign and setting up a dashboard to track and inform their decisions. Statistical or marketing backgrounds are not required.
Articolazione del laboratorio	The course is structured in 6 modules (3 hours each): 1. Introduction; 2. Meaningful marketing metrics (understanding data and key metrics); 3. Dashboards (data collection, datalake, datawarehouse, turn-key dashboards); 4. Analytics and interpretation; 5. Applying evidence-based decisions; 6. Evaluation and feedback. Each module combines a interactive lecture with a practical session – role-playing or hands-on activity depending on the topic (e.g. browsing real dashboards and data warehouses, downloading data, using data visualization tools). In the final module, students present the outputs of their work for evaluation and feedback.
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