



Information Systems & Digital Business

Data Analytics

Summer Term 2025

Institute:	Institute of Electronic Commerce and Digital Markets
Lecturer:	Prof. Dr. Martin Spann
Assistant:	Nastasia Gallitz
Weekly hours:	Block
Credits	6 ECTS
Examination:	Seminar paper and presentation. Both examination parts account for 50% of the total seminar grade
Prerequisites:	Enrolled in one of those programs: <ul style="list-style-type: none">• Master Business Administration• Master Media, Management and Digital Technologies (MMT)• Master Media Informatics
Course Material:	STATA Software (provided)

Course Description & Main Objectives

This course offers an introduction to data analytics. Data analytics is crucial in helping firms to solve today's business challenges. Participants of this seminar will be exposed to tools and methods that support data-driven decision making. Besides developing participants' skills in empirical data analysis, this course prepares students for writing an empirical Master's thesis.

While many students have theoretical knowledge of econometric concepts, they often lack experience in applying those concepts to empirical problems before commencing their Master's thesis. This seminar is intended to step into this gap. Each student (or student team) will be assigned a recent research paper in the field of electronic commerce, which was published in an international journal. Students will replicate the main empirical results of the respective paper and (if possible) provide and discuss additional analyses beyond the findings of the original paper.

The seminar takes an applied econometrics approach with a focus on valuable econometric methods for (causal) inference in economics and marketing. The seminar's emphasis is on applications and interpretation of results. The seminar involves participation in two



econometrics workshops, writing a seminar paper based on the replication project, and a final presentation of the results.



Lectures Overview/ Course Outline

Application to Institute of Electronic Commerce & Digital Markets with motivational letter, resumé, and transcript of records. When accepted participation at:

- **Kick-Off**
- **Workshop part 1**
- **Workshop part 2**
- **Submission of seminar paper**
- **Final Presentation**

For dates and deadlines see webpage

Literature

Updated every term, please see webpage.