

CIFREM SEMINARS

INTERPRETING MARKETING DATA USING NONCOMMUTATIVE HARMONIC ANALYSIS

***Enrico Zaninotto and Luca Pedrotti,
from Università di Trento***

Thursday 01 February 2007

4pm DISA Seminar Room

Via Inama, 5

In this paper we make use of noncommutative harmonic analysis to detect particular structures in marketing data. We introduce general ideas about generalized spectral analysis; then we present a method to overcome some computational limits of traditional techniques, based on Fast Fourier Transform. Finally, we go on to discuss three examples of applications on real data: the first one is on consumer choices based on attributes; the second one is on ranking of political issues; the final one is on the analysis of spectators at soccer matches.

Referente

cifrem@economia.unitn.it (tel. 0461/882290)