

# *Analysis of firm data*

Seminar Analytic Methods, Summer Term 2025

*Wolfgang Frimmel*

## **1 Content:**

In this seminar students will analyze firm data taken from the Geizhals.at database. The aim of this seminar is to find and answer an interesting research question based on this extensive dataset. These questions may involve:

- Marketing strategies of webshops
- product demand and product differentiation
- clustering of consumer types
- types of webshops
- price reactions
- cluster analysis of prices
- competition effects
- data visualization

A major focus of the seminar is on data preparation and data cleaning before conducting the analysis. Students present their research topic in a short first presentation and present and discuss their findings in the final presentation.

## **2 Target Group:**

Students from the Master Program Economic and Business Analytics

## **3 Language:**

Seminar will be offered in English

## **4 Prerequisites:**

Passing of KS+IK Empirical Economics is mandatory; ideally data mining and Treatment Evaluation

You need to analyze data on your own, so a command of a statistical package and programming skills are necessary!

## 5 Grading is based on:

- Presentation of research question
- Presentation of results
- Presentation slides and programming code
- Discussion

## 6 Time and place:

- March 6, 13:45-15:15, K127A: Introductory meeting
- April 10, 13:45-17:00, K127A: presentation of research questions
- June 26, 13:45-18:00, K127A: Final presentations
- For each group we will have the following individual meetings for the discussion of your project (in person or via Zoom):
  - First meeting in week 13 (March 24-28): discussion of your research question
  - Second meeting in week 20 (May 12-16): discussion of your data preparation and data cleaning
  - Third meeting in week 24 (June 10-13): discussion of your results of the empirical analysis