

# Alessandro Recla

---

FELLOW

**Business Data Analytics**

**ALESSANDRO.RECLA@UNIBOCCONI.IT**

---

## Biography

Alessandro Recla is SDA Fellow of Knowledge Group Decision Sciences and Business Analytics at SDA Bocconi School of Management. He teaches in SDA Bocconi Executive courses on Data visualization and Dashboard design topics.

He is currently Academic Fellow in different universities: Bocconi University since 2006, member of Decision Sciences Department, he teaches Statistics (undergraduate), Principles of Business Analytics (graduate in management), Tourism Analytics (Master in Economia del Turismo); Università Cattolica del Sacro Cuore since 2021, where he teaches Statistics (undergraduate in Finance); Università dell'Insubria since 2014, where he teaches Applied Statistics (graduate) and Statistica per l'Economia (undergraduate); Franklin University Switzerland since 2022, where he teaches Quantitative Methods and Dynamic Forecasting (undergraduate).

His main research and consulting interests are related to data analytics, modelling, marketing research and quantitative methods applied to marketing topics for supporting corporate decisions and processes.

He is one of the recipients of teaching awards undergraduate school 2018 and teaching awards graduate school 2020 based on students' evaluations in Bocconi University.

Alessandro studied Economics, Statistics and Social Sciences in Bocconi graduating in 2004. He is married with two children.

## Teaching domains

Market Research

Data Analysis Process

Descriptive Analytics

Multivariate Models

Time Series Analysis

---

## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

RECLA A.

**La preparazione dei dati** in *Quando ai manager danno i numeri. Come prendere decisioni nell'era dei Big Data*

L. Molteni, E. Borgonovo(Ed), Egea, chap. 2, pp.31-48, 2020

RECLA A.

**Modelli di churn prediction: un'applicazione al settore bancario** in *Quando ai manager danno i numeri. Come prendere decisioni nell'era dei Big Data*

L. Molteni, E. Borgonovo(Ed), Egea, chap. 7, pp.115-128, 2020

RECLA A.

**Regressione lineare e logistica** in *Quando ai manager danno i numeri. Come prendere decisioni nell'era dei Big Data*

L. Molteni, E. Borgonovo(Ed), Egea, chap. 5, pp.77-92, 2020

---

## Grants & Honors

Excellence in Teaching Award – Graduate School – Università Commerciale Luigi Bocconi , 2020

Excellence in Teaching Award – Undergraduate School – Università Commerciale Luigi Bocconi , 2018

---