

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title **The importance of Big Data technologies for modern businesses**

Name of the student **Victoria Polyakova**

Thesis supervisor **Ing. Zuzana Pacáková, Ph.D.**

Department **Department of Statistics**

Opponent **Ing. Tomáš Hlavsa, Ph.D.**

Logical process being used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
The structure of paragraphs and chapters	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Formal presentation of the work, the overall impression	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Formulation of objectives and Choice of appropriate methods and methodology used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Work with data and information	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Work with scientific literature (quotations, norms)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Clarity and professionalism of expression in the thesis	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Summary and key-words comply with the content the thesis	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Fulfillment of objectives, formulation of conclusions	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Comprehensibility of the text and level of language	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Evaluation of the work by grade (1, 2, 3, 4)				3

Evaluation: 1 = the best

Date 02/05/2024

el. signed by Ing. Tomáš Hlavsa, Ph.D. on 02/05/2024 20:58
Signature of Opponent

Other comments or suggestions:

The author showed relatively good work with the literature review and the ability to elaborate data by statistical methods. The thesis covers interesting topic that is elaborated from different perspectives. The structure of the paper does not fully respect the template for bachelor thesis, the first numbered chapter should be Introduction. The objective is not clearly defined, and it is more focused on "process". It is not clear what to find at the end of the thesis. Some aim of the analysis is specified on p. 23, this could be elaborated in Objectives. The methodology is also not clear because the clear objective is missing. In addition, the methodology should cover the explanation of the methods (including formulas). The formal presentation of the work is of a low quality, there is a different font used in the text, different size, the text is not justified. The sources below the pictures/tables are missing. I really appreciate the effort put in advanced methods used, and the author's comments and interpretations. Considering the overall quality, I recommend this thesis for defence and grade it as "good".

Questions for thesis defence:

- 1) How to evaluate the quality of the predictive models? How to use the confusion matrix and what are its components?
- 2) How to select important predictors (explanatory variables) in the predictive models?



Date 02/05/2024

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