CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by supervisor

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**

	1	2	3	4
Logical process being used		**2**		
The structure of paragraphs and chapters			**3**	
Formal presentation of the work, the overall impression			**3**	
Formulation of objectives and Choice of appropriatemethods and methodology used		**2**		
Work with data and information		**2**		
Work with scientific literature (quotations, norms)		**2**		
Clarity and professionalism of expression in the thesis		**2**		
Summary and key-words comply with the content the thesis		**2**		
Fulfillment of objectives, formulation of conclusions		**2**		
Comprehensibility of the text and level of language		**2**		

Evaluation of the work by grade (1, 2, 3, 4)	**2**

Evaluation: 1 = the best

Date 03/05/2024	*el. signed by* Ing. Zuzana Pacáková, Ph.D. *on* 03/05/2024 08:08
	Supervisor signature

Other comments or suggestions:

The student provides a complex analysis of airline passenger satisfaction using various methods. I appreciate a broad literature review on Data Mining techniques.

The practical part is not very well structured. The results could have been presented by more helpful graphical tools, e.g., in the case of the cluster description. More time was also needed for better data understanding, which could have pushed the results of the analyses forward.

The overall impression is lower due to poor formatting (inappropriate text alignment, missing citations below some schemes/graphs, different fonts).

I recommend the thesis for defense and rate it with a „very good" grade.

Plagiarism control: The system Theses.cz didn't find similarities in the thesis.

Date   03/05/2024

el. signed by Ing. Zuzana Pacáková, Ph.D. *on* 03/05/2024 08:08

Supervisor signature