CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title	**Building a web-store using Prestashop CMS and third-party services integration**

Name of the student	**Nikita Voronov**
Thesis supervisor	**Ing. Josef Pavlíček, Ph.D.**
Department	**Department of Information Engineering**
Opponent	**Ing. Martin Lhoták**
Institution	**Library of the Czech Academy of Sciences**
Position	**Deputy director for research, developement and technology**

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

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

Evaluation: 1 = the best

Date   18/04/2023

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Signature of Opponent

Other comments or suggestions:

The thesis deals in detail with related systems and services in the theoretical part, compares commercial and open source solutions for running a web shop, while not forgetting, for example, the GDPR solution. After evaluation of available CMS, Prestashop CMS is selected and described in more detail, the configuration of which is then solved in the practical part. The added value is the integration of third-party services, which serve to optimize the solution in order to maximize the number of customers using the operated shop. I appreciate the author that he also deals with new possibilities brought by Google Analytics 4.

I value the work as excellently processed both in terms of substance and form and I consider it usable as material for those interested in this issue. Even though the author is not a native speaker, the overall level of text and language is at a very good level.

Questions for thesis defence:

1) Are there any services or functionalities what would be useful to have implemented directly in Prestashop CMS?

2) What is added value of Google Analytics 4 in comparison to older version GA.

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Signature of Opponent