University of Economics, Prague
Faculty of Business Administration

Master´s Thesis Evaluation by the Supervisor

Title of the Master´s Thesis:

Advanced Analytics in Retail Banking in the Czech Republic

Author of the Master´s Thesis:

Bc. Ján Búza

Goals of the Master´s Thesis:

To find out how retail banks in the Czech Republic are currently utilizing advanced analytics and to propose a framework that will familiarize executives with aspects that are necessary to consider when launching any initiative related to advanced analytics within their banks.

EVALUATION OF THE MASTERS´THESIS	
Criteria (each max 10 points)	**Points awarded**
1. The goals of the thesis are evident and accomplished	9
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	**97**
Final grading	***Excellent (1)***

Overall evaluation, additional questions or comments:

The autors wrote a thesis on a very current topic- namely the big data phenomena and its use in the retail banks in the CZR. I appreciate the selection of the topic and also the way how the author dealt with it. The literature review is very extensive and covers lots of sources related to the problem. In the practical part the author conducted several interviews with the representatives of the biggest retail banks in the country and discovered how the Czech banks use "big data" today as well as identified the main problems related to the usage of "big data" in daily business. On the other hand, I think that the analysis could have gone more into detail and also the recommendations for the banks´ managers could have been more detailed. For the defense I suggest following questions: 1. How could the usage of big data inluence the relationship of the banks´ clients to their banks? What would be the main risks from this perspective? Please, be as concrete as possible. 2. Is there any best practice case (in other countries) how "big data" could be used successfully in retail banking?

The name of the supervisor:

Ing. Petr Král, Ph.D.

The employer of the supervisor:

University of Economics, Prague, Department of International Business

16 September 2014

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Signature of the supervisor