

## SUPERVISOR ´S REPORT ON DIPLOMA THESIS

**Name and Surname of Diploma Thesis Writer: Petr Havel**

**Topic of Diploma Thesis: Business Intelligence Tools for Supporting Modern Corporations**

**Objective of Diploma Thesis: Investigation of the value of Business Intelligence tools in modern enterprises using a structured questionnaire and incorporate data mining and statistical methods to analyse the obtained data from the respondents.**

**Name and Surname of Supervisor: Ing. Athanasios Podaras, PhD**

	Excellent	Very good	Good	Failed
<b>I. Assessment of the thesis topic and its writing:</b>				
Thesis topic completion		<b>X</b>		
Application of implemented methods			<b>X</b>	
Analysis performed and its profundity			<b>X</b>	
<b>II. Assessment of thesis content and structure:</b>				
Clarity and coherence of thesis		<b>X</b>		
Currency of the topic, appropriate sources		<b>X</b>		
Processing of sources and acquired data			<b>X</b>	
Comprehensible and adequate conclusions			<b>X</b>	
Phrasing of writer ´s points of view			<b>X</b>	
<b>III. Assessment of thesis style:</b>				
Formal layout of thesis (i.e. text, tables, graphs)		<b>X</b>		
Style of thesis (i.e. use of formal language)		<b>X</b>		
Application of academic sources in native language, including bibliographic references and citations		<b>X</b>		
Application of academic sources of foreign authors, including bibliographic references and citations		<b>X</b>		
Assessment of plagiarism checking result in IS STAG	Reviewed without objections			<b>X</b>
	Reviewed with objections			

**The evaluation for the diploma thesis at least in the range of 10 lines in terms of meeting the thesis objectives, the application of implemented methods as well as suggestions for adjustments taken including formal layout, literature review and citations (formulate on the following page of the report).**

**Questions related to the diploma thesis defence:**

**1. You have applied association rules for specific dataset variables. Association rules are applied for categorical variables or even continuous numeric values? In case of numeric values (eg. Age, Salary) can they be treated as categorical?**

**2.p. 28. "How does it work - Data comes from the transactional system or other relational databases to the data warehouse where it is transformed into information." What is the name of the tier between the external sources and the DW tier?**



**I recommend - ~~do not recommend~~\* the diploma thesis for defence.**  
(\*delete if not applicable)

**I suggest to evaluate the diploma thesis with the grade: Very Good Minus**

**Date: 18/8/2022**

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**Signature of thesis supervisor**

## **EVALUATION**

The thesis deals with the importance of data warehouse solutions in modern organizations. The thesis is composed of two parts. The theoretical part, where the most important concepts of the business intelligence system architecture are mentioned and analysed using sufficient literature sources and the practical part. In the practical part, using a questionnaire the author attempts to investigate the important role of business intelligence systems in modern companies. The questionnaire is thoroughly explained and analysed and the obtained data are sufficient (90 records) to determine the importance or not of BI tools in the modern business era. The author utilizes classic test statistic, logistic regression and data mining association rules to explain the influence of specific dataset variables on the positive or negative aspect of the respondents regarding the business intelligence value nowadays. The negative point of the thesis is the fact that specific theoretical concepts are unnecessarily overanalysed (eg OLAP Tools), while specific important used tools are not sufficiently explained (eg. Association rules, what is "Lift"??). Moreover, in conclusions the author speaks about findings but does not conclude whether the BI tools are important or not based on these findings. Of course the thesis deals with a very topical and interesting topic, the research questions are connected with interesting business case and the thesis objectives are met. I recommend the thesis for defense and evaluate it as V.Good minus.

