

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Business Analytics and Big Data
Student:	Markov Danil, Timerbaev Dmitry
Title of thesis:	BIG DATA ANALYTICS IN TRAVEL INDUSTRY: CASE OF AFFILIATE MARKETING CHANNEL AT AVIASALES COMPANY

<p>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis. Justification of the topic choice; accuracy in defining the aim and tasks of the thesis; originality of the topic and the extent to which it was covered; alignment of the thesis' topic, aim and objectives.</p>
<p>The project of the master thesis aims to visualize the state of the global travel affiliate market 2020-2021 in order to assess the competitive position of Aviasales company relative to its competitors. The research is brand new in the sense of analogous discussion in literature and took the students a huge effort on all steps of data analysis and validation.</p>
<p>Structure and logic of the text flow. Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.</p>
<p>The paper consists of three chapters on business understanding, data mining & BI tool development process, evaluation and deployment that vividly demonstrate step by step the realization of CRISP-DM methodology principles. The design of the thesis and its content for sure can be used as the basis for the course textbook on Power BI for several courses of the SPbSU program «Master in Business Analytics and Big Data» to be developed by Markov Danil, Timerbaev Dmitry if they kindly find time for that in their professional life.</p>
<p>Quality of analytical approach and quality of offered solution to the research objectives. Adequacy of objectives coverage; ability to formulate and convey the research problem; ability to offer options for its solution; application of the latest trends in relevant research are for the set objectives.</p>
<p>The students provided a grounded many sided analysis of the travel industry conducted in accordance with best recent professional and academic practices that gives the academics and professional tools for further research and application. The Aviasales company management team is fully satisfied with the theoretical and practical implications of the master thesis with the decision of embedding the results of the master thesis into the company marketing campaigns. So the students working as consultants for Aviasales company have fully managed to demonstrate the up to date qualification of data analysts and data scientists to solve real life problems in the travel industry.</p>
<p>Quality of data gathering and description. Quality of selecting research tools and methods; data validity adequacy; adequacy of used data for chosen research tools and methods; completeness and relevance of the list of references.</p>
<p>Quality of selecting research tools and methods; data validity, adequacy of used data for chosen research tools and methods; completeness and relevance of the list of references are demonstrated at the highest level.</p>
<p>Scientific aspect of the thesis. Independent scientific thinking in solving the set problem/objectives; the extent to which the student contributed to selecting and justifying the research model (conceptual and/or quantitative), developing methodology/approach to set objectives.</p>
<p>The key peculiarity of the paper is the thoroughness and volume of overall data analysis conducted by students 103 GB of 981 files became 3.4 GB of 1 file with useful data for the company – this is an outstanding effort for the team of two students.</p>
<p>Practical/applied nature of research. Extent to which the theoretical background is related to the international or Russian managerial practice; development of applied recommendations; justification and interpretation of the empirical/applied results.</p>
<p>The authors created a single data model for the Aviasales dataset collections, choosed characteristics of affiliate marketing travel and visualized them in a form of BI dashboard. These work allowed to conduct data analytics to assess the state of global affiliate marketing and draw managerial recommendations for Aviasales regarding their own affiliate program.</p>
<p>Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p>

Layout fulfils the requirements of the Regulations for master thesis preparation and defence. All tables and figures are given with proper references.

Originality of the text. All sources of match identified by the Safe Assign system follow the allowed cases, the paper does not contain any elements of plagiarism.

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The master thesis by Markov Danil and Timerbaev Dmitry is the best master thesis that I have ever seen for my 20 year of academic experience. The Master thesis of Markov Danil and Timerbaev Dmitry meets the requirements for master thesis of **MiBA** program thus the authors of the thesis can be awarded the required degree and the students can be given recommendation to continue their career in PhD programs.

Date:

10.06.2021

Scientific Advisor:



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