

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management (MIM)
Student:	Ilias Faizulloev
Title of thesis:	IBM Watson Analytics vs. Conventional Econometrical Software: A Comparative Analysis of Suitability for Financial Sector

Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.

New IBM Watson Analytics provides powerful analytics capabilities for business analysis: automated data preparation, predictive analytics, reporting, dashboards, visualization and collaboration capabilities. It makes possible for managers to take the appropriate action, to address a problem or seize an opportunity, all without asking IT or a data expert for help. Taking into account all above, the master thesis of Ilias Faizulloev appears to be really topical. The title, research problem and research questions are clearly stated. The goal is actual and the tasks are well defined.

Structure and logic of the text flow.

The thesis is structured in a logical way. The structure of the research is divided into several parts. The Chapter I starts with the state of art predictive analytics analysis. It ends by research gap formulation. The Chapter II aims to formulate the thesis's research framework. First, research goals, KPIs, objectives, questions, and limitations are discussed. Then author overviews methods of evaluation of advanced analytical platforms. Next, the researcher outlines methods of comparing the forecasting accuracy of Watson and statistical packages. At the end methods of currency exchange rate forecasting and stock forecasting are discussed. Finally, the research framework is formulated. It covers the research strategy and methodology of the master thesis. The empirical estimation of analytical platforms is developed in the Chapter 3, It goes on with empirical research design, results and conclusions plus appendixes. Both theoretical and empirical part of the thesis are consequently quite aligned in terms of their structure.

Quality of analytical approach and quality of offered solution to the research objectives.

To the advantages of the paper one can attribute multiple analytical methods of research applied. Author discusses quantitative methods to analyze and compare forecasting abilities of the leading advanced analytical platforms. Evaluation of the analytical platforms was done using Analytical Hierarchy process. Several methods are used for comparing the forecasting accuracy of IBM Watson and statistical packages. In order to have the most tried and reliable econometric models for comparison, Ilias tests forecasts of currencies exchange rates, forecasts of stock's price dynamic, and forecasts of stock indexes. Author demonstrates ability to formulate and convey the research problem and to offer options for its solution applying the latest trends in relevant research.

Quality of data gathering and description.

Quality of selecting research tools and methods is high and innovative. Ilias have selected and used one of the last top analytical tools - IBM Watson Analytics. Author demonstrates adequacy of used data for chosen research tools and methods. The data samples are well described and analysed. The list of Reference is complete and relevant.

Scientific aspect of the thesis.

Author established a good example of independent scientific thinking in solving the set of stated problems/objectives of research by conducting the study and interpreting the results. Research methods are well justified and research results are related with the aim/objectives of the study.

Practical/applied nature of research.

The study develops applied recommendations about next-generation analytics to finance professionals. In general it is one of the first comparative investigations of the IBM Watson analytical cloud services (<http://www.ibm.com/analytics/watson-analytics/>) related to the international and Russian managerial practice.

Quality of thesis layout.

Layout fulfils the requirements of the Regulations for master thesis preparation and defence. All the

tables and figures are properly edited.

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. The thesis text is original and does not contain elements of plagiarism

The Master thesis of Ilias Faizulloev meets the requirements for master thesis of Master in Management (MIM) program thus the author of the thesis can be awarded the required degree.

05.06.2016

Scientific Advisor:
Asc. Professor S.A.Yablonsky

