REFEREE'S REVIEW

Program:	Master in Management (MIM)
Student:	Файзуллов Ильяс Рафисович
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. 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.	**5**	4	3	2
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.	**5**	4	3	2
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.	**5**	4	3	2
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.	**5**	4	3	2
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.	**5**	4	3	2
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.	**5**	4	3	2
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	**5**	4	3	2

Additional comments:

Designed to address the analytics skill gap and changes in the way the people work, Watson Analytics helps almost anyone in business – from sales representatives on the road to company CEOs — see patterns, pursue ideas and improve all types of decisions. IBM has eliminated the barrier between the answers business seeks, the analytics business wants and the data in the form business needs. The combination of Watson-fueled analytics to magnify human cognition, the vast potential of big data, and cloud-scale delivery to PCs, smart phones and other devices is transformational.

Watson Analytics is bringing next-generation analytics to finance professionals that can answer important, tough questions — on their own. Guided analytics and visualizations show finance professionals patterns and trends they might not have seen when comparing spreadsheets.

This research provides interested parties (traders) with the proved recommendations regarding which analytical platforms to use for the purposes of stock price forecasting.

Author gets such proved answers on two main research questions:

1. Which analytical platforms is a better fit for the purposes of stock market forecasting?   IBM Watson Analytics and SAS.

2. Does IBM Watson Analytics suggest effective predictive models for stock forecasting, in comparison with standard theoretically based econometric models? -   Yes, IBM Watson Analytics suggest effective predictive models, however, further analysis is required in order to build the most effective predictive model.

Master thesis of Ilias Faizullov meets the requirements of the Master in Management (MIM) program, and according to the reviewer's opinion deserves an **excellent A** grade, thus the author can be given the desired degree.

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