

Report on Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

Student:	Bc. Zuzana Lajksnerová
Advisor:	doc. PhDr. Ladislav Krištofuk, Ph.D.
Title of the thesis:	Customer Lifetime Value – Application to Banking Sector

OVERALL ASSESSMENT (provided in English, Czech, or Slovak):

This thesis is an outcome of a project/cooperation with the CSOB bank on analyzing big data. Customer lifetime value is an interesting topic majorly important and interesting for retail bankers. As such, it does not fall into the standard curriculum of IES. The author thus had to make herself familiar with the topic practically from a scratch. Circumstances have not been too fortunate during the practical analysis of the provided dataset as the bank department was undergoing quite a personal turmoil. Nonetheless, the reported results of the thesis provide an interesting insight into the retail banking practice.

Specifically, the thesis studies the value of a client for the bank, specifically revenues (or profits) for specific products. On a limited dataset, the author has been able to construct and estimate several models and present solid results.

There are various shortcomings of the analysis and possible extensions, which have not been followed mainly due to a limited contract at the bank given by the project and the aforementioned turmoil. Otherwise, Zuzana has delivered a fine thesis and has worked hard on it during the time of the project. For these reasons, **I suggest the thesis is graded as B during the defense.**

SUMMARY OF POINTS AWARDED (for details, see below):

CATEGORY	POINTS
<i>Literature</i> (max. 20 points)	19
<i>Methods</i> (max. 30 points)	23
<i>Contribution</i> (max. 30 points)	20
<i>Manuscript Form</i> (max. 20 points)	17
TOTAL POINTS (max. 100 points)	79
GRADE (1 – 2 – 3 – 4)	2

NAME OF THE REFEREE: doc. PhDr. Ladislav Krištofuk, Ph.D.

DATE OF EVALUATION: 5.9.2016

Referee Signature