


# Review: Technik und Vorgehensweisen von Business Analytics

Download paper:  (<http://195.201.35.202:8080/api/submissions/download/5b3c7aeb9d6953003350dcf4>)

Total Points: 64

Paper type

Poster

Overall impression

"-n/a-"

## General

Criteria	Points	Max. Points
Does the paper promise a distinctive discussion?	5	5
Everything important seems to be included.		
Does the paper promise a good presentation?	3	5
Everything is fine in terms of content, but the presentation is still lacking. Some sentences were really confusing. The structure of your paper is not really intuitively, why are there more than one introductions/conclusions?		
Paper length (min. 7/person, max. 11/person)	10	10
8 pages plus one page references is inside the given range		
Does the paper provide an outlook on possible future work?	0	+3
There is no outlook.		

## Quality

Criteria	Points	Max. Points
Is the paper written in appropriate technical terminology?	4	4
Technical terminology is provided		
Are theses backed or supported by referenced sources?	5	5
Yes.		
Are all theses backed by a sufficient amount of sources?	4	4
Yes as well		
Are all sources up to date and provide a sufficient scientific standard?	2	4
They are up to date, but man, you can't use wikipedia as a source. Check where Wikipedia received its information from and quote these sources instead.		
Is the paper self-contained and coherent?	10	10
The given explanations are understandable, no further research is needed.		
Does the paper provide a neutral and professional view of its topic?	4	4
Yes.		
Is the author's reasoning coherent?	3	4
-n/a-		

## Language

Criteria	Points	Max. Points
Is the paper written in another language than english?	-1	-10
c. 1.5: vlg. Punkt 3 aus txt		
Spelling	3	4
c. 1.4: analyze and analyse -> be consistent, either you use AE or BE, not both. This was just an example, please check you whole document c. 1.5: Attention -> did you mean Attention? If not, what else do you want to say here c. 1.6.4: value. Potentially -> value. Potentially (i know this is a quotation, ignore this one if the original is wrong as well) c. 1.6.6: Résumé -> Resume (this text should be written in english, note that resume is AE) c. 2.1: Databases, Which is -> databases, which is c. 2.3.1: suspicios -> suspicious		
Grammar	2	4
Abstract: in the first two sentences, Business Analytics is singular (the tool). In the third sentence Business Analytics is plural (these). Decide for one side please. Abstract: two times structured in one sentence c. 1.1: two times figures c. 1.4: the question why -> the question of why c. 1.4: analyze, evaluate and finally evaluate -> remove one evaluate c. 1.4: find out that if -> find out if c. 1.6: et al -> et al. c. 1.6.1: did it happen. -> delete this (or do you mean: ... and when did it happen) c. 1.6.3: of optiomization is that of optimizing -> of optimization is optimizing (and two times optimizing as well) c. 1.6.3: warehouse. As -> warehouse. As (delete the extra space) c. 2.2: Basically, data mining is a partial step, namely that of data analysis -> Basically, data mining is a partial step of data analysis c. 2.2: which are finally be ready to be -> which are finally been ready to be c. 3.3 recommended to have -> recommended having		
No colloquial language	3	3
No colloquial sentences can be found.		
Is the paper structure easy to understand?	2	5
As is said, why are there more than one introductions/conclussions? Think about beginning with one overall introduction to present general information needed for your paper. You might give a quick overview about each following sections and their content so you don't need to do this in your abstract. You conclude each chapter on it's on, this is quite confusing. Think about presenting just dry information in the first chapters, without these conclusions, and put it all together in one final conclusion at the end. You may subdivide this final Conclusion, but at least all concluding information can be found concentrated at one point.		
Does the paper provide an exceptionally good use of language?	0	+2
-n/a-		

## Layout

Criteria	Points	Max. Points
Does the paper diverge from the standard layout?	-5	-10
Please do not color your quotations in neon green or your List of figures in red. If you really NEED to use a different color, pick something like light gray, so that you can see the difference without burning your eyes. A list of figures isn't even needed for three illustrations.		
Quality of illustrations	4	5
The quality is ok, but Figure 3 is not readable in original size.		
Are illustrations included correctly?	2	3
Figure 2 bursts the frame of the side, some information is even cutted of		
Illustrations per page (max. 2 per page on average)	2	2
3 figures/9 pages, check		
Is related work correctly referenced?	2	4
Please keep your quotations consistent. Replace all indirect quotes (e.g. in chapter 1.6: cf. Mehenna et al. 2016), they need to match with the given layout standards (numerical citation -> [number]). in c. 1.6.6 you missed a quotation -> [?] in #4 Conclusion, replace (see PAPER 2) with the correct quote		