# MSc Project Interim Report Feedback

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Supervisor Name: Robert Berry

Ethical Approval: LR

Ethical Approval Date: 02/07/2024

TurnItIn Score: 20%

TurnItIn Comments: A couple of sentences which are similar to those from online sources (that should ideally be re-written) but no major issues/concerns.

## Overall

A very good start overall. Your project is developing nicely. Some improvement to presentation necessary, but you have plenty of time to work on that,

## General Presentation

* Writing is generally clear and concise. Try to keep language very clear and simple and avoid complex working and sentences.
* Add spaces between paragraphs for improved presentation and readability.
* Report would benefit from figures to improve understanding, presentation, and readability.

## Chapter 1

* Avoid introducing acronyms (e.g. “CLV”) without first explaining/defining them. Also, you might consider a “List of Abbreviations” sections at the beginning of your final report.
* Objectives are generally clear and easy to understand, but a thesis, the literature review is not typically listed as an objective in the "Objectives" section. Instead, the objectives section should outline the specific aims or goals of your research study. The literature review serves a different purpose: it provides background, context, and justification for your research by summarising and analysing existing knowledge on the topic.

## Chapter 2

* Structure of the literature review seems logical.
* Begin this chapter with a section “2.1 Introduction” or “Dynamic pricing” to reflect the focus of this section.
* Again, separate the paragraphs with spaces – people don’t like reading a continuous block of text.
* Use figures to highlight important results/methods/findings from key papers – figures help illustrate points made in the main text and help to break-up large chunks of text, which improves presentation and readability.
* Check citations are correctly formatted (e.g. “A 2023 study by Jabr et al.”).
* Avoid use of the first person “I” in academic reports (e.g. “Hence, I conclude…”).
* Good number of references from the literature.
* May be useful to summarise the findings of the literature review at the end of the chapter- briefly, what are the main point/gaps discovered from the review, and how do they relate your project?

## Chapter 3

* First paragraph – what does “DPI” mean?
* Project timeline needs adjusting to reflect the official project timetable for February students – i.e. 01 February 2025 to 10April 2025.
* Each task has the same duration – this seems unrealistic. Some tasks will run concurrently/iteratively. For example, the preparation of final report will likely be a continuous task, with a block of dedicated time towards the end of the project for writing-up.

## References

* A good range of references, correctly formatted.
* Ensure all references are correctly cited in the text.