

## Bachelor Thesis Supervisor's Expert Opinion

Student: Evalencia Anyamesem  
 Student Number: E21887  
 Title of Bachelor Thesis: Using Data Storytelling and Analytics to Drive Improvement in Business Operations  
 Aim of the Thesis: The aim of the work is to explore the use of data storytelling and analytics to drive improvement in organizations' operations and processes. The work will focus on identifying performance indicators and trends through data analysis and leveraging data storytelling techniques to communicate insights to stakeholders.  
 Thesis Supervisor: Stanislava Šimonová  
 Study Programme: Informatics and System Engineering  
 Academic Year: 2023/2024

### Difficulty of the Topic

	Excellent	Very good	Satisfactory	Unsatisfactory	Cannot be evaluated
Theoretical knowledge	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Input data and their processing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Methods used	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Thesis Evaluation Criteria

	Excellent	Very good	Satisfactory	Unsatisfactory	Cannot be evaluated
Degree of achievement of the aim of the thesis	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Original attitude to the topic processing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequacy of the methods used	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Depth of analysis (relative to topic)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logical structure of the thesis and scope	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working with Czech and foreign literature including citations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Formal arrangement of the thesis (text, charts, tables)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Language level (style, grammar, terminology)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Applicability of the Results of the Thesis

	High	Medium	Low	Cannot be evaluated
For theory	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For practice	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Other Comments on the Thesis

The work is focused on the aspects of the data storytelling and analytics in order the business operations improvements. The work meets the specified goal, the text is clear, focuses on the topic addressed, is divided into logical subsequent chapters, contains pictures and diagrams. The student worked actively and independently, at the same time carefully and with interest in the topic being addressed.

### Comments on the Outputs from the Theses System

Outputs from Theses system in IS STAG: Assessed - no plagiarism, highest degree of compliance is 2%.

### Questions and Suggestions for Defence

In your work, you focused on three organizations from Ghana. Why did you choose these organizations?

### Final Evaluation

I **recommend** the thesis for the defence.  
I propose to grade this Bachelor thesis as follows: **C**

In Pardubice 3.7.2024

Signature .....