



SUPERVISOR'S REPORT ON DIPLOMA THESIS

Name and Surname of Diploma Thesis Author: **Aparna Dwivedi**

The topic of the Diploma Thesis: Business Process Management and Optimization in the Digital Era

The objective of the Diploma Thesis: The objective of the current thesis is to enhance efficiency, productivity, customer satisfaction, and employee engagement, via digital business process optimization in a small IT company. The optimization procedure aims to increase the company's competitive advantage, achieve better compliance with industry norms, and facilitate the company's adaptability to changes in the market.

Name and Surname of Supervisor: Ing. Athanasios Podaras, PhD

	Excellent	Very good	Good	Failed
I. Assessment of the thesis topic and its writing:				
Thesis topic completion	X			
Application of implemented methods	X			
Analysis performed and its profundity	X			
II. Assessment of thesis content and structure:				
Clarity and coherence of thesis	X			
Currency of the topic, appropriate sources	X			
Processing of sources and acquired data	X			
Comprehensible and adequate conclusions		X		
Phrasing of writer's points of view	X			
III. Assessment of thesis style:				
Formal layout of thesis (i.e. text, tables, graphs)		X		
Style of thesis (i.e. use of formal language)	X			
Application of academic sources in native language, including bibliographic references and citations		X		
Application of academic sources of foreign authors, including bibliographic references and citations		X		
Assessment of plagiarism checking result in IS STAG	Reviewed without objections			X
	Reviewed with objections			

The evaluation for the diploma thesis is at least in the range of 10 lines in terms of meeting the thesis objectives, the application of implemented methods, as well as suggestions for adjustments taken, including formal layout, literature review, and citations (formulated on the following page of the report).

Questions related to the diploma thesis defense:

- 1) Generated reports can help analyze big data and make optimal decisions. What is the difference between descriptive and predictive analytics?
- 2) Can you mention an example of a predictive model based on customer data? Two input columns and one output column are sufficient.

I recommend - ~~do not recommend~~* the diploma thesis for defence.

(*delete if not applicable)

I suggest evaluating the diploma thesis with the grade: **Excellent**

Date: 16.05.2023

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Signature of the thesis supervisor

**Review remarks**

The thesis deals with the optimization of digitized processes in a small information technology (IT) company. The main goal of the thesis is to optimize a highly important major process in the selected company, that is the customer management process which is based on modern digital technologies and a combination of several lead scoring that are used to spot, qualify and prioritize possible new customers. The author develops modern tools to increase automation, avoid manual work, improve performance and facilitate better decision-making based on analytical reports that are currently missing from the process under investigation. The topic discussed is modern, and highly useful, especially for small IT companies. Thus, the selection of the investigated business case is very successful. The author demonstrates deep knowledge and understanding of modern digital marketing and web-based customer management tools, technologies, and metrics. The author's technical skills are demonstrated via developing web interfaces that are used for optimizing and enriching the original business process implementation and decision-making activities regarding customer and sales management. The results are analyzed via screenshots including graph-based reports and the different process statuses are illustrated using business process diagrams. Code is also used to support the demonstration of the developed tools. Minor remarks concern the poor resolution of some figures and some minor grammar errors. In general, the thesis is written in an excellent manner. The language and the structure are both very professional. I recommend the thesis for defense and evaluate it as excellent.