Název

Filip Ditrich - Analýza dat bezhotovostního festivalu a vývoj analytického dashboardu

Popis

Jméno a přijmení: Filip Ditrich

Název práce v češtině: Analýza dat bezhotovostního festivalu a vývoj analytického dashboardu

Název práce v angličtině: Cashless festival data analysis and analytical dashboard development

Vedoucí: Mgr. Václav Alt

Cíl:

This thesis analyzes and processes payment data for an unnamed multi-day cashless festival. The primary objective is to gain valuable and easily understandable insights that can be used to improve future festival planning and execution.

In the theoretical part of this thesis, the aim is to present the data analysis issues, recommended methodologies, and procedures to describe the data under study and to perform data analysis to answer important questions such as the relation of customer behavior to the event schedule, segmentation of customer type or identification of the most and least profitable sales points of the festival for future optimization.

The practical part of this thesis will focus on the real use of such data analysis in the form of implementing an internal analytical dashboard for the needs of the festival organizers. Thus, the practical aim will be to develop an interactive web application to explore key findings and visualize the data in the festival context.

Osnova:

1. Introduction
   1. Objectives of the work
   2. Background and motivation of the research
2. Overview of examined data
   1. Description of the data set
3. Methodology
   1. Data analysis techniques
   2. Approach to developing an analytical dashboard
4. Data analysis
   1. Detailed analysis
   2. Interpretation of results
   3. Implications
5. Implementation of the analytical dashboard

1. System architecture
    2. Implementation of the backend part
    3. Implementation of the frontend part
  6. Conclusion

Základní literatura:

WEXLER, Steve; COTGREAVE, Andy a SHAFFER, Jeffrey. *The Big Book of Dashboards: Visualizing Your Data Using Real-World Business Scenarios*. Wiley, 2017. ISBN 978111928275.

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