

*Boris Yukhnov, PhD of Economics, Associate Professor,
Associate Professor of the Department of Economics and Management,
Ukrainian Engineering Pedagogics Academy, Kharkiv*

*Vadim Trofimov,
applicant at the initial level (short cycle) of higher education,
Ukrainian Engineering Pedagogics Academy, Kharkiv*

APPLICATION OF "DATA MINING" IN THE PRACTICE OF MANAGEMENT OF MODERN ENTERPRISES

Nowadays, the use of information technologies is considered normal, because they make our lives easier: they develop, inform about the most current news, transmit information, etc. It can be noted that technology has entered our life and continues to facilitate it in all spheres of human activity.

To begin with, let's take an enterprise that is just emerging and developing. This enterprise must meet all the criteria set by law. Then, to spread information, you can use old methods, pasting ads on big boards, let's be honest, few people pay attention to these pieces of paper. Instead, you can develop a site and order advertising of the enterprise in verified streams. You can leave your business card on sites with vacancies.

For internal development and data refinement, in my opinion, the following applications are considered:

1) OLAP (On Line Analytical Processing) – performs operational data analysis and serves to compile interactive reports;

2) Text Mining – finding knowledge in texts – a non-trivial process of finding really new, potentially useful and understandable patterns in unstructured text data;

3) Web Mining – technology that uses Data Mining methods to research and extract information from Web documents and services;

Data MINING – Data mining, or large data analysis, primarily processes information into a single whole picture.

4) Cloud computing (English cloud computing) is a model of providing ubiquitous and convenient on-demand network access to a common pool of configurable computing resources (for example, data transmission networks, servers, data storage devices, applications and services – both together and separately) and which can be quickly provided and released with minimal operational costs, expenses and / or appeals to the provider

5) Grid computing (eng. grid – lattice, network) is a form of distributed computing in which the "virtual supercomputer" is represented as clusters of loosely connected, heterogeneous computers working together to perform a huge number of tasks (operations, works).

These technologies are used to solve scientific and mathematical problems that require significant computing resources.

Grid computing is also used in commercial infrastructure to solve such time-consuming tasks as economic forecasting, seismic analysis, development and study of the properties of new drugs.

These applications will help: unpack, calculate, transfer, communicate urgently, highlight the important and unimportant, gather most of the information into a pile so that you can conveniently perform your duties.

If we take into account effective business applications, then, in my opinion, this is the "Data Mining" program, translating this term we will get (data mining). But there are several justifications for this name, such as: "intellectual analysis", "deep analysis" and "data mining".

Data Mining is a program that takes raw big data and turns it into useful information, or rather, expresses more specific information from all the bytes.

By using business applications to find patterns in large data sets, businesses can build marketing strategies, manage credit risk, detect fraud, filter spam, and highlight user insights.

Application task:

1) Forecasting – this moment analyzes the present day and manifests the next one: detects a possible risk, detects a profitable balance, during risky actions. This point describes the question: "what will happen if we go further?" (This is a rhetorical question, it was asked for an approximate understanding of the actions of this application).

2) Recommendations – allows you to see additional information that can beautify your chosen target.

3) Market analysis – recommendations of customers with whom it will be easier to register.

4) Grouping – selects customers and distributes them according to classifications.

This application goes further in the field of customer service because it analyzes values, interests and recommendations. With these actions, he facilitates the determination of consumers and analyzes the internal trends of the enterprise.

The data discovered in the process of using Data Mining should describe the relationships between the properties of business objects, predict the value of some features based on others, etc. The information found may be applicable to new objects. Thus, the application of "Data Mining" in the practice of managing modern enterprises increases the efficiency of enterprise management and helps to achieve the organization's goal at lower costs.