

## ABSTRACT

Improving the efficiency of the advertising information provision by mass mailing.

Diploma work: 122 p., 29 fig., 15 tabl., 2 appendixes and 14 sources.

The object of study – mass advertising mailing.

Subject of research – the models of customer response to mailing of advertising information.

Purpose – improving the efficiency of the mass advertising mailing by analyzing customer feedback, identifying the most probable customers and developing strategies to minimize costs.

The method of research – methods of data mining and comparative analysis of effectiveness of the designed models.

This paper presents the results of modeling of customer responses to advertising mailing using Data Mining methodology. Described the results of the comparative analysis of these models in terms of their effectiveness in solving the problem. Was found that the most effective model is based on the decision tree. So for future mailings recommended this particular model.

Based on bachelor paper was written scientific article, which will be published in the electronic science journal NTUU «KPI» «System Sciences & Cybernetics» (System Sciences & Cybernetics – №1, 2016).

The further development of the research object – construction of new methods of classification of customer responses and verification developed models on real statistical data.

MASS ADVERTISING MAILING, DIRECT MARKETING, INCREASING THE EFFECTIVENESS OF ADVERTISING, METHODOLOGY DATA MINING, LOGISTIC REGRESSION, DECISION TREE, NEURAL NETWORK.