

## ABSTRACT

Theme: The task of increasing sales in marketing, using data mining approaches.

Thesis: 110 p., 23 fig., 9 tabl., 4 applications, 20 sources.

Actuality of the theme: Direct marketing campaigns that use conventional predictive models target all customers who are likely to buy. This approach can lead to wasting money on customers who will buy regardless of the marketing contact. However, incremental response models that measure the incremental effectiveness of direct marketing. These models look for customers who are likely to buy or respond positively to marketing campaigns when they are targeted but are not likely to buy if they are not targeted.

The research object: is a sample from the pre-marketing campaign of the company, which is a set of data which includes customers, their characteristics and interaction with the company.

The purpose is to develop mathematical models to boost sales in marketing databases.

Methods: algorithms for supervised learning, regression analysis, feature extraction. Used software packages MATLAB, Excel.

Results: A software for marketing campaign data analysis created and tested on real data.

The novelty of the study: A program structure that implements the proposed modification of the method of forecasting increasing response was proposed.

During further research it is desirable to analyze and build incremental response models using Bayesian and neural networks.

DATABASE MARKETING, RESPONSE MODELING, PREDICTIVE MODELING, TRUE LIFT, LOGISTIC REGRESSION, NET INFORMATION VALUE.