

Intellectual analysis of strategic planning marketing activities of the consumer goods market

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## ANNOTATION

The thesis: 104p., 23 fig., 7tabl., 21 sources., 2 appandixes

The paper investigates construction of the decision-making support system when building a SWOT model using time series analysis. Theoretical information about the beer market in Ukraine, tasks of strategic planning and basic algorithms for their solution are provided. The software application, which implements the work of the decision-making decision support system while constructing a SWOT-model using a ARIMA model, is developed.

Object of study: Intellectual analysis of strategic planning of marketing activity of beer market.

Subject of research: Decision-making support system when constructing a SWOT model.

Purpose: The work is devoted to the optimization and automation of the process of constructing a SWOT model for strategic planning of marketing activities.

Methods and apparatus: The construction of the system is performed using the time series analysis. The programming language Python 3.6 was used to write the program.

The results and their novelty: The system was investigated, the forecast was constructed on the ARIMA model and a software product with a graphical interface was implemented.

Uses: Consumer goods markets.