

ABSTRACT

Construction of the decision-making support system of international card payments.

The thesis: 149 p., 35 fig., 20 tables, 37 sources., 3 appendixes

The paper investigates the construction of decision-making support system when choosing the route of an international online card payment by using the random forest algorithm. Provided theoretical information about the market of online payments through bank cards, tasks and basic decision-making algorithms for solving them. Analyzed the work of the decision-making system based on random forest algorithm, developed the software application that implements its work. The results compared with the results of the decision, based on split-testing.

Object of study: International online card payments.

Subject of research: Decision-making support system when choosing the route of an international online card payment.

Purpose: The work is devoted to the subject of the decision-making system based on random forest algorithm to increase the conversion of electronic payments through bank cards.

Methods and apparatus: The construction of the system is performed using the random forest algorithm. To write a program used programming language Python 3.6.

The results and their novelty: The system investigated, the results compared to the results of a decision based on split testing.

Uses: The market for international online card payments.

INTERNATIONAL ONLINE CARD PAYMENTS, DECISION-MAKING SYSTEM, RANDOM FOREST ALGORITHM, DECISION TREE ALGORITHM, MULTICLASS CLASSIFICATION.