

## ABSTRACT

Bachelor's thesis: 100 p., 27 fig., 20 tabl., 2 appendixes, 16 sources.

Topic of the research: «Mining advertasing confectionary market».

Object is a performance advertising.

The subject of research is the use of predictive analysis to practical problems.

Aim of the study:

1. Research existing mining methods;
2. Find and use software that will help in the analysis.

Theoretical and methodological basis of research work are practicing experts in the field of media analytics, operations management, implementing change, and scientists in the field of mathematics.

During the thesis was investigated software that evaluates media data and find patterns helps to improve the effectiveness of the advertising.

IMPROVE STRATEGIC PERFORMANCE, THE FORECASTING SYSTEM BEHAVIOR OF COMPETITORS, EFFICIENCY.