

ABSTRACT

Master's thesis: 113 p., 17 fig., 24 tabl., 3 appendixes, 23 sources.

The object of study – data on the football matches attendance of Ukrainian Championship from 2002 to 2014.

Subject of research – data mining techniques: regression models (including linear and non-linear regression, hierarchical and k-means clustering methods);

Purpose - analyzing the subject of research, identifying parameters that have influence on football matches attendance, construct a predictive model.

The method of research - review and analysis of regression, correlation and cluster analysis.

Actuality - building a model that will help in sport entertainment events planning and will improve its quality.

The analysis of the results, of the obtained forecasting model was performed. On the materials of master research was published paper at conference:

– international scientific conference "New word in science and practice: hypothesis and approbation of research results "(2017);

The further development of the research subject - predictive modeling techniques with neural networks.

ATTENDANCE, FOOTBALL MATCH, SPORT EVENTS ORGANISATION, REGRESSION ANALYSIS, FORECASTING, MODELLING, CLUSTER ANALYSIS, RSTUDIO, DATA MINING.