

ABSTRACT

Master's thesis: 105 pp., 18 fig., 11 tab., 2 applications, 40 sources.

Object of study - e-commerce projects.

Subject of research - developing methods of intelligence, solving the problem penetrating intelligence.

Purpose - to develop a system of continuous intelligence to effectively manage marketing budgets and make decisions in e-commerce projects on the basis of data from different systems (advertising systems, website, CRM).

Actuality - the problem of assessing the return on investment in marketing activities in e-commerce projects.

The analysis of existing systems, studies and methods of data collection, analytics system is configured for developm e-commerce. Source master's thesis was published abstracts at conferences:

- International Scientific Conference "System Analysis and information technologies "(SAIT-2017);

The further development of the object of study - methods of collecting and processing data in cloud services for large data, such as Google BigQuery.

ANALYST, E-COMMERCE, BUSINESS INTELLIGENCE, DECISION-MAKING AND PROJECT MANAGEMENT.