

ABSTRACT

Diploma: 85 p., 19 fig., 6 tables, 1 appendices, 13 sources.

DATA ANALYSIS, CLIENT, CAREER, CLASSIFICATION, PREDICTION, LANGUAGE ANALYSIS, PYTHON.

The object of the study - a set of data about potential clients (the client acts as a company) as a set of typical characteristics (general description of the company, subject area, market position, wishes for technology, employees, etc.).

The purpose of the work is to analyze information about potential companies, using intelligent data analysis tools to increase the effectiveness of cooperation with companies.

Subject of work - methods of data processing.

The work analyzes the existing methods used in the analysis of such data, identifies their main advantages and disadvantages, proposes a qualitative characteristic of the popularity of the record. The method of qualitative estimation of the company, which takes into account such indicators as quantity, number of vacancies, etc. is determined. The architecture of the system that computes the evaluation is constructed. The proposed architecture in the format of the chat-bot interface module is implemented.

In the future, it is recommended to improve the algorithms, taking into account a greater number of company performance indicators and expand the geography of research.

It is also recommended to apply a social network analysis to assess the qualities of the companies we will work with.