ABSTRACT

Thesis contains: 91 p., 8 tables, 21 fig., 2 add. and 16 references.

SITE TRAFFIC, MEDIAPLANNING, METHODS OF FORECASTING DYNAMIC PROCESSES, MODEL ADEQUACY, QUALITY OF THE FORECAST

The object of the research: a subsection of the modern advertising marketing, which solves problems of mediaplanning in the Internet.

The subject of the study of this work is traffic as a concept belonging to the field of the Internet marketing, which implies the flow of visitors to certain elements of the Internet (sites, portals, services) or, in other words, their attendance.

In this work the analysis of existing basic methods of time series forecasting for solving the problem was made: the auto regression method and the group method of data handling were used. During the execution of the thesis a software product was developed and the results for each of the methods were obtained, their comparative analysis was carried out. During the study, it was found that an approach using autoregressive models is equally effective to GMDH.

When performing further research, it is advisable to start collecting additional data that is specific to specific categories of sites, in order to improve the process description.