

## **ABSTRACT**

Thesis: 103 p, 12 pictures, 16 tables, 5 appendixes and 22 sources.

**BUSINESS PROCESS, REALTOR COMPANY, MODELING, OPTIMIZATION, EFFICIENCY, DEA MODEL, QUALITY CRITERIA, REFINING, CRM SYSTEM, AUTOMATION**

Object of research: business processes of the real estate company.

Purpose: to develop a solution for improving the work of the realtor company by optimizing its key processes.

Subject of research: methodology of modeling, evaluation of efficiency and optimization of business processes.

The diploma project is devoted to optimization of business processes of the real estate company. This work is particularly important because as a result of the improvement of these processes the company finds a solution to improve the efficiency and controllability of the activity. The company's ability to change and adapt according to the latest advances in technology determines its level of competitiveness.

The aim of the diploma project achieved by identifying inefficient business processes of the company and modeling within the framework of reengineering with CRM-system integration at the current structure of the company.