

ABSTRACT

Master's thesis: __ p., __ fig., __ tables, __ appendices, __ sources.

DATA ANALYSIS, ADVERTISING, CLUSTERING, CLASSIFICATION, PREDICTION, LANGUAGE ANALYSIS, RANDOM FOREST, PYTHON.

Object of study - the hidden patterns in the data about users who view ads. Data about users viewing ads.

The purpose of the work is to analyze information about users viewing ads using data trees for classification purposes.

The paper analyzes existing tools used in data analysis, identifies their main advantages and disadvantages, proposes a new use of the method for user classification. The architecture of the system that performs the given classification is constructed. The proposed architecture in the format of application for web interface and chat bot is implemented.

In the future, it is recommended that you improve this diploma work by considering more user characteristics and expanding your research geography.