

INTRODUCTION OF FORECASTING METHODS DURING THE EXECUTION OF LONG-TERM TRADE OPERATIONS OF THE ENTERPRISE

Since the global recession, interest in new tools for forecasting trade operations, especially based on information regarding global world events, monetary and financial information, continues to grow. With the development of computing tools to store and expand large-scale datasets, analysts are focused on discovering a new, timely and reliable way to retrieve information by linear and non-linear methods to improve predictability in real time and for long-term trading operations.

Data on global events in the world and information on payment instruments used in society (check, credit transfer, payment card transaction) can be a unique source of information for long-term forecasts of the economic activity of the enterprise, since they are easily traced and form a picture of the state of events today, and their impact on the future.

This connection was evident at the beginning of the last century, when Irving Fisher described the basic equations of the quantitative theory of influence in the following words: "Primary equations mean that global situations have an impact on cash flows, and money, in turn, is used in any operation. Money is equal to the commodity purchased at the sale price."

In addition, the importance of forecasting trade operations using linear and nonlinear methods can hardly be overestimated for understanding monetary economics in general.

The purpose of linear analysis is to determine the direction of price movement, as well as the best prices and times for concluding transactions. Having answers to these questions, the enterprise analyst will advise you to pay attention to favorable conditions for buying or selling. In short, linear analysis is based on the following assumptions: the market knows everything (the action of all factors, economic, political and psychological, has already been taken into account by the market and included in the price), the market obeys trends, the market has patterns or history repeats itself. These assumptions do have many drawbacks, but they can and are widely used in technical analysis.

The development of nonlinear analysis as a direction in the last decade has led to the creation of many methods, procedures, variants of forecasting, unequal in their purpose. According to the estimates of domestic and foreign specialists, there are already more than a hundred nonlinear forecasting methods, in this regard, specialists need to solve the problem of choosing methods that would give adequate forecasts for the processes or system under study [3].

But despite a significant number of studies, there are a number of topical problems in the field of linear and nonlinear forecasting that have not been fully

solved: the problem of finding the disorder of a non-stationary process with a changing market trend, consideration of the process with multiple disorder from the standpoint of assessing the functions of the risk of disorder on the time interval in the future, the problem of formalizing the choice of take-profit values (asset price level, at which the concluded trade is closed with a profit) and stop-loss (the price level of the asset at which the concluded trade is closed at a loss in order to prevent further losses) for trade transactions.

In addition, the study of available methods of analysis showed that today there are not enough information automated tools that are designed to solve the problem of complex data analysis of dynamic processes and probabilistic assessment of the state of such processes.

The study presents the results of a recently proposed trend prediction method that determines the consequences of unknown exogenous variables studied when used together and compared to exponential smoothing.

The concept of experimental and statistical data on financial and economic processes was introduced, which are described by time series and require effective analytical processing in order to identify practically useful knowledge and relationships between them necessary for market decision-making.

The processes of trading in the market were studied.

Acquaintance with the methods of regression analysis, as well as information and analytical systems, gave rise to forecasting and modeling market behavior. It is revealed that decision support systems based on the method of group consideration of arguments and methods of forecasting economic data presented in the form of time series are effective.

The empirical results support the original hypothesis, which suggests that combining the newly proposed method with exponential smoothing would be more successful than using exponential smoothing alone to predict the extrapolation of an up/down trend.

A more useful confidence interval is indicated when the new method is used separately without a reliability threshold A . Confidence intervals suggest that the approach presented in this paper may be an additional tool for more efficient profit growth and more accurate forecasting of geopolitical events. The possible relationship between Google's search interest and the reliability of the recently proposed method will be further explored on a wide spectrum.

In addition, researching the integration of the proposed method into machine learning models will also be a future task.

The results of the method study can be used to predict benefit estimates that are important for trade policy. Despite the significant amount of research literature and existing forecasting methods in trade policy analysis, this method remains a subject of controversy. There is also a discrepancy between the transfer practices recommended by the scientific literature and those that are usually applied within the framework of trade policy analysis. The size, complexity, and relative disorganization of the literature can be an obstacle to the use of the latest methods.

Recognizing the importance of information transfer for trade policy development, this paper examines the concept of benefit transfer. It highlights

methods, trends, and controversies in contemporary research, identifies the challenges facing benefit transfer practices, and summarizes contributions to research. Thanks to this, several areas of future forecasting research in the market appear.

References

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METHOD OF RATING ASSESSMENTS OF TOOLS FOR CREATING WEB APPLICATIONS

The relevance of the study is due to the high demand for the use of web applications. The choice of effective technologies and tools greatly simplifies the process of creating a web application for both the contractor and the customer. After all, the choice of technologies and means of creating web applications depends on the development time and quality of the final product, its performance. In modern conditions, the tools and technologies for creating web applications are constantly updated, new ones appear, some become outdated, for high-quality work you need to have up-to-date information.

The purpose of the study is to facilitate the choice of effective technologies and tools for creating web applications. To do this, you need to complete the following tasks: familiarization with the literature; research of technologies and tools for creating web applications; comparison of technologies and tools for creating web applications; review of the method of rating assessments, development of evaluation criteria; experimental study of the method of rating assessments.

The object of research is technologies and tools for creating web applications. The subject of the study is the method of rating assessments for creating web applications.