

A study conducted on the use of natural language processing to automate the analysis of user feedback provided a comprehensive view of the effectiveness, advantages, and limitations of various NLP methods and models in solving this problem. As a result of the study, all the goals set and tasks were achieved.

Thus, the conducted research makes a significant contribution to the development of methods for automating the analysis of user reviews based on natural language processing and creates the basis for further improvement of such systems.

References

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TASK AND PROJECT MANAGEMENT IN ORDER TO OPTIMIZE PROJECT MANAGEMENT PROCESSES

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The analysis shows that more and more enterprises are striving to simplify and speed up the implementation of daily tasks in order to allocate more time for strategic development. In this context, WordPress has long ceased to be a purely blogging platform – it can become the basis for building a full-fledged information system that can automate many business processes [1].

Problem statement

But, automation of business processes is always a search for a balance between functionality and security. When a company starts using WordPress not only for blogging, but also for storing data about orders, payments, and internal documents, the threat of cyberattacks becomes more serious.

Therefore, you cannot do without understanding the basics of information security. Plugin audits, SSL certificate installations, regular updates, and backups may be required here.

On the other hand, the competent organization of user roles and access restrictions increases the security of the system without sacrificing flexibility [3].

Purpose of the study

The purpose of the study is to determine the optimal approaches to the implementation of the WordPress system, which not only publishes content, but also acts as a tool for automating key business processes.

Research results

Advantages of WordPress:

First, WordPress is open-source and has a variety of plugins that can be flexibly customized to suit your needs.

Secondly, a huge community of developers is constantly creating new tools that make routine operations, from sending emails to generating analytical reports, almost invisible to the end user [2].

But despite all the advantages, some companies still underestimate the role of WordPress in business processes. This mostly happens due to an outdated approach to IT systems, where the website is perceived only as a business card, and internal procedures are automated using expensive software from third-party developers. Therefore, one of the priorities of the study is precisely the analysis of how WordPress with its plugin ecosystem can help companies avoid unnecessary costs and at the same time increase work efficiency [2].

This software is available at zero cost because it is run by volunteers who participate in an open-source project. Open-source software is unlike other tangible products because no company or individual owns WordPress.

For this reason, its support, support and development depend entirely on volunteers. WordPress provides owners with the full ability to create, publish, and manage their content. With its simple interface, WordPress is ideal for users who are more comfortable working with text editors than FTP programs and handwritten web pages.

Conclusions and prospects

The implementation of WordPress as a system for automating business processes can have a positive impact on the speed and quality of the enterprise's work, reduce costs, and allow staff to focus on more important tasks.

In the study, attention will be paid to both technical aspects and the issue of adapting a new workflow in the team, because without understanding the human factor, automation may be ineffective.

The results of the research will surely help developers and company owners get practical recommendations and avoid annoying mistakes on the way to the transition to a "smart" IT infrastructure.

References

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