

Отже, технології отримання даних мають значні перспективи розвитку у майбутньому. Проте, порівняно зі статистичними методами обробки інформації, технологія Data Mining працює з даними без урахування суворих вимог стосовно їх ретроспективності. Зазначена особливість може призвести до виявлення хибних взаємозв'язків, тому існує потреба у необхідності перевірки статистичної значущості отриманих результатів.

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THE USE OF ANALYTICAL TOOLS FOR ECONOMIC ANALYSIS OF THE ENTERPRISE

Improving financial analytical work should be based on the use of modern information technology, software, algorithms that use economic and mathematical and other analytical methods. Implementation of an automated system for conducting economic analysis is the last stage of formatting systems analysis business enterprises. This is because studies and effective automation systems, economic analysis contribute to more efficient operation of the enterprise. Typically, modern software mimics the paper forms instead fully use new technology incorporated in methodological potential.

To date, more important is the methodology of software, not something that a technical device used in the analysis. Participation in computer calculations are necessary but not sufficient basis of computer forms of economic analysis.

That computer availability does not guarantee that the analysis carried out according to the computer form.

Over the past decade, many business leaders realized the need to "manage in new ways," thoughtfully approached the construction and development management. Properly and effectively manage enterprise based solely on intuition, is impossible

today. The company needs to analyze large enough amount of information needed for decision-making. In large enterprises to analyze this amount of data today is through analytic applications.

There are three main types of economic analysis tasks for which use specialized analytical program products.

1) Set the analysis focused on making strategic management decisions for business development. This type of analysis is designed to draw up long-term forecasts of business development, evaluates the effectiveness of new activities. In this type of analysis concerned business leaders and potential investors to evaluate the effectiveness of investment projects.

2) Analysis of financial condition. It provides an opportunity to assess the current financial position and draw conclusions about the main trends of its development. It concerned both internal and external to the enterprise users of economic information - investors, tax authorities.

3) Set the analysis focused on making tactical decision management. These tasks are the prerogative of management and operational services focused on identifying the most effective ways to meet the challenges of the current business development.

Examples of well-known software products for analytical work are software systems: "INEC-Analyst", "Onvision" "INTALOV" "BEST OFFICE" and the program "Audit Expert", "Alt - Finance", "FinEkAnaliz."

Software complex "INEC-Analyst" possibility of fully including the programs "INEC-AFSP" and "INEC-ADP" additionally allows you to perform the full range of planning activities of enterprises: development of the business plan; effectiveness analysis of investments; analysis of the business plan; Work with contractors; business valuation; faktnyy control plan; consolidation; comparing and monitoring. Software complex "INEC - Analyst" can form their own methods of financial analysis are presented in Fig. 1.

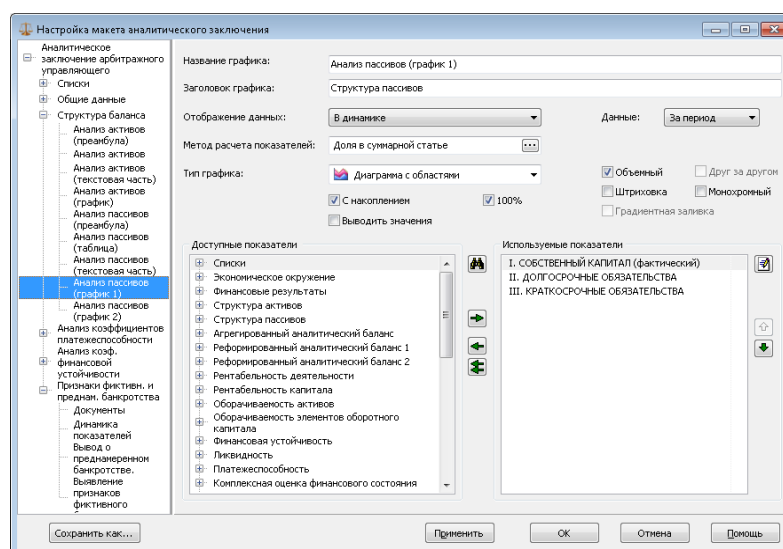


Fig. 1. Proper technique in "INEC - Analyst"

«Audit Expert» - analytical system diagnostics, monitoring and evaluation of the financial condition of the group or one based on a management and financial reporting, including consolidated.

Program complex «Onvision» designed for rapid analysis of data obtained from accounting systems. Employees of analytical services and managers can independently, without help analyze the data in different sections and with the required level of detail to display the results of this analysis in a comfortable way to make decisions. The software "Alt - Finance" is intended to identify the main trends of the business of baseline standards for planning, implementation, comprehensive assessment of the enterprise and forecasting, assessing the creditworthiness of the company.

Software complex "INTALOV" is a unique system that allows managers to track and obtain information on key indicators of the company or other data on which indicators are set directly on the desktop computer in user-friendly form. "FinEkAnaliz" is a program that allows financial analysis on the basis of accounting. It can also analyze IFRS. The input data required for analysis can be made by hand or export of xml-files. The software package "BEST OFFICE" is a simple and powerful tool to record, analyze and plan business activities of small and medium businesses. With a total lack of working capital is the only way to sustainable enterprise development - the transition from analytical to intuitive control management. The software package "BEST OFFICE" not only assists in solving this problem, but is a

kind of textbook management. Thus, we can conclude that the current analytical program not only simplifies the analysis of the financial condition of the company, but also help with company management to make effective management decisions.

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ЭКОНОМЕТРИЧЕСКИЕ МОДЕЛИ В ОБЕСПЕЧЕНИИ КАДРОВОЙ БЕЗОПАСНОСТИ ОРГАНИЗАЦИИ

Кадровая безопасность организации является важной составляющей ее экономической безопасности и стабильности. Задачей кадровой безопасности является минимизация неблагоприятных воздействий, снижения рисков угроз, связанных с персоналом, его интеллектуальным потенциалом и трудовыми оценками в целом. Важным в этом процессе является анализ кадровых рисков и их оценка, для своевременного принятия управленческих решений. В системе кадровых оценок используются различные величины, которые формируются под влиянием множества факторов имеющих как количественное, так и качественное выражение. Это могут быть такие атрибутивные признаки как профессия, пол, образование и другие, или факторы, оказывающие косвенное воздействие (во времени и/или пространстве) на изучаемый процесс, что приводит к неоднородной выборке рассматриваемых показателей. Применение эконометрических регрессионных моделей с фиктивными переменными в таких ситуациях является наиболее целесообразным [1]. Такие модели могут содержать одновременно как количественные, так и качественные факторные переменные. Если же исследуется вероятности наступления каких-либо ситуаций (передвижение по карьерной лестнице, сохранение работы, увольнение) от стажа, пола, уровня образования и т.д. то фиктивной является зависимая переменная, которая принимает два значения: 0 - нет передвижения