

THE SPHERES OF APPLICATION OF BUSINESS INTELLIGENCE AT THE ENTERPRISE

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Business intelligence of an enterprise is a comprehensive study of its activity, which allows you to give it an objective assessment, identify patterns and trends of development, determine the tasks facing it, reveal business reserves and shortcomings in its work. Analysis of a business or company focuses on understanding the needs of the business as a whole, its strategic direction and identifying initiatives that will allow the business to achieve its strategic goals [1].

First of all, business intelligence is needed for the owners and top management of the enterprise to understand how the enterprise works, what is the current state of affairs in the implementation of business goals, to assess the company's capabilities to realize its strategic goals, how to use the available opportunities and capacities, what is needed to change the organizational structure, methodological approaches, technical plan, which products and services that will be in demand should be implemented in the near future [2-4].

Business intelligence can be conducted both to assess the current state of affairs in the company (organization, enterprise) and for the purpose of determining future needs. In most cases, business analysis is conducted with the aim of outlining ways of solving business needs, business goals, or overcoming obstacles on the way to the realization of these goals. A set of solutions is a set of necessary changes to ensure solving problems, meeting needs, obtaining competitive advantages, or using existing opportunities.

Business intelligence is the process of collecting, accumulating, processing, analyzing and transforming data into business information necessary for optimizing business processes of an enterprise and strategic management using various methodological tools and software [5-6].

Business intelligence is the bridge that connects the growing arrays of information about the external and internal environment of the enterprise and its business processes with the strategic management system of the enterprise. At the same time, the level of relationship between business analytics and the company's development strategy is determined by the availability of a sufficient amount of reliable information, competent personnel and special software. In this context, the personnel potential of

the enterprise should be replenished at the expense of highly qualified business analysts who possess competences both in working with information bases, in the use of information technologies, and in the field of strategic management [4].

The sequence and functional features of working with requirements at various stages of business intelligence make it possible to distinguish the following areas of knowledge in this area [3]:

- Business Analysis Planning and Monitoring;
- Enterprise Analysis;
- Elicitation;
- Requirements Analysis;
- Requirements Management and Communication;
- Solution Assessment and Validation.

In the modern world, organizations accumulate large amounts of data in the course of their activities, which is why there is a need for their analysis and visualization. These data hold great potential opportunities for obtaining information that will enable companies to better understand the market situation, as well as, in accordance with the conclusions drawn, to make more effective management decisions under conditions of increased competition.

Thus, the main task of business intelligence is the collection and study of unstructured information about the customer's expectations and needs in order to obtain detailed, structured, agreed requirements for the designed business solution. Business intelligence are technologies that enable organizations to transform accumulated data into business information, and then information into knowledge for business management [5-6].

Therefore, today there is a problem of the emergence of modern highly qualified specialists who could simultaneously combine the competencies of persons of both defined groups, that is, the market needs specialists who simultaneously understand the needs of business and the capabilities of IT systems. Such specialists include business analysts. A business analyst is a specialist who is engaged in analytical activities, uses business analysis methods to study the needs of organizations in order to identify business problems and develop proposals for solving them [2].

The success of a business analyst depends not only on the ability to use certain tools, but also on an established process of receiving information. Modern business intelligence should be based on anticipatory information, which is a kind of innovative information for decision-making, which is necessary for the reengineering of business processes, their new differentiation, creation of innovations, and is accompanied by revolutionary changes in economic activity [1-4].

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НАУКОВО-ОБҐРУНТОВАНІ ПРИНЦИПИ ВИРОЩУВАННЯ КУКУРУДЗИ ДЛЯ ВИРОБНИЦТВА БІОПАЛИВА

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В умовах глобалізації світової економіки, коли жодна країна не залишається в ізоляції, формування та функціонування національних ринків, включаючи ринок кукурудзи, нерозривно пов'язані з розвитком продуктивних сил і суспільних відносин в окремій державі.

З огляду на те, що Україна обрала курс на інтеграцію у світову економіку, стратегія розвитку агропромислового комплексу має бути спрямована на формування продуктивних ринків і галузей виробництва, які відповідали б принципам ефективного функціонування, забезпечували пріоритет розвитку національного сільського господарства та не суперечили б інтеграційним процесам.

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