MANAGING REGIONAL DEVELOPMENT BASED ON BIG DATA TECHNOLOGY

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Abstract: The article focuses on the development of innovative tools for data analysis. The main trends and prospects of regional development when using the system are shown.
Keywords: analysis, data, development, monitoring.

The digital economy is an integral part of the economy. The concepts of "digital economy" and "information society" create a different socio-economic system. In this area, the world's leading countries are focusing on the digital economy and the information society.

An understanding of the need to transition to an information economy has also emerged in Russia, which, in particular, is reflected in the creation of a special state program "Digital economy of the Russian Federation" (UTV. By the government of the Russian Federation on July 28, 2017, by Order No. 1632-R [3].

The rapidly growing fourth "educational" revolution requires a thorough revision of the traditional educational imperative, which in turn considers it reasonable to rethink such concepts as" effective learning"," subject study " and go beyond the educational model of transferring knowledge from teacher to student. According to the results of the study of the Russian Academy of education, it should be emphasized that a growing category of students are "special" children, including gifted children, children with particularly developed thinking, leaders, artistically gifted children and children with motor talent [1]. Both of these circumstances contribute to the progress of the educational system, actualizing the need for technologies that can make informed conclusions about the importance of

changing approaches or taking educational actions. One of these technologies is big data technology [2].

In institutions and schools, big data is collected first, and then analysis of structured and unstructured data about students and about the entire training process in order to understand the system in the educational sphere.

The educational system has accumulated a large amount of data. The question is how to handle this large amount of data. This issue disappears with the expanded use of information and communication technologies.

Information technologies are being used dynamically in state and municipal management. The study examines issues related to the use of BIG DATA technology in the management of territories, as well as in the management of small and medium-sized businesses. Both questions are related to the application of the "competitiveness" criterion. Competitiveness is an important parameter for the development of socio-economic systems.

In modern conditions, targeted support is needed for small and medium-sized businesses in the region and stable monitoring of the use of budget funds to support the business sector. This task must be solved using innovative technologies, which include Big Data technology, which is directly related to data mining. At the same time, the use of modern Big Data technologies helps to identify areas of active consumption of goods and services that can be quickly developed and offered on the market. New elements from data processing can serve as an important addition to official survey data and statistical information, helping to analyze people's experiences and behaviors. Using these new data in conjunction with data obtained in the traditional way allows for high-quality analysis of information.

Digital technologies do not stand still, and at the same time, the volume of information is growing. Because of this, in recent years, many IT specialists have been actively studying "Big Data" and discussing their findings in specialized magazines, newspapers, forums and meetings.

Retail. In retail, Big Data will allow you to collect information to build long-term and friendly relationships with customers and partners.

Banking. Due to the fact that specialists in this field are often faced with a large amount of information, they need more competent processing of information to increase customer satisfaction, minimize risks and prevent fraud.

Production. Tough competition requires minimizing raw material costs and improving product quality. Predictive Analytics using Big Data technology will allow you to do this without much cost.

Education. Thanks to "Big Data", it is possible to improve the education system and motivate students to more effective classes. It will be easier for teachers to identify Laggards and assess students ' understanding of specific topics.

Health. Big Data technology will allow you to combine all the necessary information in a single database – from medical records to genetic research. This will make it possible to treat patients more effectively and select appropriate methods and methods of treatment.

Big data technologies are used in almost all countries of the world. In today's competitive environment, the leaders are those companies that use innovation. The most important factors are customer preferences and interest, the market situation, and the speed of decision-making. It is worth noting that big data is one of the fastest growing tools of information technology.

The meaning of this article is based on the contribution to the development of the use of big data for regional development. Therefore, an important result of the study is the description of big data technology as a means of regional development. The article clearly shows the structured processes of system administration, the directions of data collection, and the properties of the collected big data database. With the help of big data, the development of digital technologies and the optimal solution of management processes is improved. The results of the study can be used as a basis for organizing digital production at domestic enterprises. Thus, with the help of Big Data, we can improve the well-being of our country's regions.

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