

## ABSTRACT

The thesis is presented in 48 pages. It contains 3 appendixes and bibliography of 19 references. Seven figures and 2 tables are given in the thesis.

The aim of this thesis is to create software that recommended banner advertising for Internet users.

The paper analyzes existing solutions for this tasks – Memory-based Collaborative filtering; Model-based Collaborative filtering; hybrid collaborative filtering. Have been made comparing solutions in terms of efficiency. To solve this problem, we have chosen method of collaborative filtering, based on the model.

An automated system that implements this method was developed and tested.

Key provisions of the thesis and developed software will be used and implemented in «C8.Network».

Keywords: banner, advertising, DMP, clustering, collaborative filtering.

