

ABSTRACT

The thesis is presented in 77 sheets. It contains 8 appendixes and bibliography of 15 references. Ten figures and 8 tables are given in the thesis.

The aim of this project is to improve marketing strategies based on recommendation approach.

As part of the degree project were explored and analyzed existing recommendation systems, were reviewed and analyzed methods and approaches for solving the task. As a mathematical method for analyzing the preferences was chosen clustering and proposed making recommendations method.

The software system is implemented using the programming language Python. Tests of developed system were data of Viasat comp.

The result of the implemented software is a set of recommendations media content that will increase the effectiveness of Viasat marketing strategies, satisfaction and customer interest.

This software was made on the order of Viasat and adopted in the use of specialists in customer relationship management to retain active customers.

Keywords: cluster analysis, recommender system, collaborative filtering, content filtering, user preferences.