

## ABSTRACT

The thesis is presented in 65 pages. It contains 2 appendixes and bibliography of 14 references. Seventeen figures and two tables are given in the thesis.

The purpose of this work is to create a CRM-system of the sports and recreation complex "Gora".

As part of the thesis, an overview of the economic effects that arose when implementing a CRM solution was reviewed. A theoretical study of the aspects of the implementation of the CRM-system is carried out. A data repository was created that includes a database based on a semantic representation model.

The information system is designed to solve the problem of maintaining a client base, maximizing control over the work with clients and managing the relationship with them. With the help of CRM-system it will be possible to increase the speed of customer service.

The second chapter describes the theoretical basis for the application of CRM. Such moments as the story of appearance, architecture, concept, and so on. Also, the second section describes the description of the use of information systems on an example of already existing solutions. The third section describes the development of an information system for the sports and recreational complex, the goals and the main essence and system modules. The fourth section describes the tools for developing a software product and its interface, testing the main functions.

Keywords: customer, relationship, management, CRM, analysis, software, automated system, automation tools, databases, data warehouse, optimization.