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## METHODOLOGICAL APPROACHES OF ECONOMIC SECTOR DEVELOPMENT INDICATORS RESEARCH

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**Summary.** *The methodological approaches of the study of the indicators of the development of the sectors of the economy (for example, the financial sector) have been researched in the article. The basic factors of influence on the financial market have been determined and the main methodical tools of technical analysis have been described. The comparison of the differences between the use of fundamental and technical analysis to the study of the financial market have been done. It has been substantiated that the basic methods of analysis (fundamental, technical, fractal, intuitive) are fundamentally different approach to solving similar financial and market problems. The integrated combination of basic methods for analyzing the indicators of the development of the sectors of the economy has been allowed to get the most complete picture of the future, since the use of the above methods is separately limited in nature.*

**Keywords:** *methodological approaches, sector of economy, methods of analysis, development, financial market.*

The methodological approaches of the study of the indicators of the development of the sectors of the economy (for example, the financial sector) have been analysed in the article. The basic factors of influence on the financial market have been determined. The separate block of authors have been outlined the expectations of market participants, as unpredictable events and circumstances can shake

the financial market at times more than expected news. The main methodical tools of technical analysis have been described.

The comparison of the differences between the use of fundamental and technical analysis to the study of the financial market has been done. Comparison of the efficiency and effectiveness of using fundamental or technical analysis requires under-

standing of the difference in the approach of the financial market research, if fundamental analysis reveals the essence of the phenomena and processes occurring on the market, then the technical analysis operates on the prices of the relevant financial instruments and changes in their dynamics, which greatly facilitates the perception of the market situation.

Fundamental analysis answers the question of whether to buy or sell, and a technical analysis — when it is more appropriate to do it. Fundamental analysis is more complex to use due to the consideration of many external and internal market factors, the technical analysis is somewhat easier to perceive and allows to “test” different configurations and patterns of market behavior in a separate period of time.

It has been substantiated that the basic methods of analysis (fundamental, technical, fractal, intuitive) are fundamentally different approach to solving similar financial and market problems. It has been become possible to carry out complex analysis with the help of a large spectrum of methods which, in the conditions of digitalization of the financial and real sectors of the economy, only increase their quantity. The synergistic effect from the combination of basic methods leads to constructive shifts in the study of the behavior of key players and the market as a whole. The integrated combination of basic methods for analyzing the indicators of the development of the sectors of the economy has been allowed to get the most complete picture of the future, since the use of the above methods is separately limited in nature.

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