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BUILDING A SYSTEM OF ANALYSIS OF E-BUSINESS SUBJECTS BASED ON THE USE OF CLOUD TECHNOLOGIES

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Abstract. *The relevance of the use of digital technologies, approaches in defining the categories of "cloud technologies", "accounting and analytical support" are studied. The types of cloud services are identified, the requirements for analytical information are systematized, the list of tasks for accounting and analytical systems of e-business entities, alternatives to their use of cloud technologies.*

Keywords: *cloud technologies, analytics system, e-commerce, e-business entities.*

Under the conditions of total globalization of the economy, the transition of business entities to European and world standards, the use of information computer technology becomes extremely important, based on which there is an opportunity to increase the efficiency of their activities in the liberalization of the economic space. The use of the latest Internet technologies in all areas of traditional and e-business is becoming increasingly important, as it allows businesses to be adaptable and flexible, while optimizing costs and avoiding problems of overproduction during periods of economic downturn and shortages during the intensification of business activity.

The object of research is the systems of analytics of e-business entities based on the use of cloud technologies. The subject of the study is to assess the prospects for the development of analytics systems for e-business entities based on the use of cloud technologies. The purpose of the study is to study the system of analytics of e-business entities based on the use of cloud technologies. The task of the article is to study the prospects for the use of cloud technologies in the systems of analysis of e-business entities, to determine their impact on the results of e-business.

The article examines the interpretation of modern scientists of the concept of "accounting and analytical system", offers its own understanding of this category. The specifics of the formation of accounting and analytical systems of e-business entities are considered, statistical material on the dynamics of the market of cloud technologies for the period 2015-2021 is developed, forecasts of the development of the cloud solutions

industry are given. The market of domestic and international providers is studied, variants of operation of cloud technologies are offered, the positive and negative sides of application of cloud technologies are generalized.

The practical use of the latest technologies in e-business plays an extremely important role, as it can significantly improve the reliability, quality of work of all users of cloud services, optimize the cost of creating and maintaining services, increase business efficiency with a balanced approach to available resources.

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