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USE OF DIGITAL INFORMATION AND ANALYTICAL SYSTEMS TO ASSESS THE FINANCIAL CONDITION OF ENTERPRISES

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Abstract. *The article is devoted to the problems of using digital information and analytical systems to assess the financial condition of enterprises. The digital tools on the basis of which the analysis of the financial condition of the enterprise is carried out are analyzed. The practical effectiveness of digital information and analytical systems to assess the financial condition of enterprises is substantiated. It is concluded that digital systems are becoming not only a control tool, but also a means of strategic management of financial resources.*

Key words: *enterprises, financial condition, digital information and analytical systems, financial resources.*

The article explores the theoretical, methodological and applied aspects of using digital information and analytical systems to assess the financial condition of enterprises. It is substantiated that in the conditions of digital transformation of the economy, traditional approaches to financial analysis, which are based on periodic processing of reporting data, lose their effectiveness due to limited efficiency and high level of labor intensity. It is proven that the integration of ERP systems, business analytics, automated data processing tools and forecasting algorithms ensures the transition to continuous monitoring of financial indicators in real time.

The purpose of the article is to study the problems of using digital information systems to assess the financial condition of enterprises in modern conditions.

The mechanism of automated formation of a system of key financial indicators is disclosed. The algorithm of digital assessment of financial condition is determined, which includes data verification, normalization of indicators, coefficient analysis, formation of an integral index and visualization of results in the form of dashboards. The emphasis is on the possibilities of early detection of financial risks through the establishment of trigger values of indicators and the use of models for forecasting cash flows and insolvency risk.

The practical advantages of digital information and analytical systems are substantiated, manifested in reducing the time for preparing analytical information, reducing manual

calculation errors, increasing the transparency of financial data and expanding the capabilities of scenario modeling (Best/Base/Worst Case). It is proven that the digitalization of financial analysis contributes to improving the quality of management decisions and ensures the adaptability of enterprises to changes in the external environment.

The conclusion is made about the feasibility of implementing complex digital analytical platforms as a tool for strategic management of the financial condition of the enterprise and minimizing financial risks.

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