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ANALYSIS AND APPLICATION OF STATISTICAL AND ECONOMIC TOOLS FOR RESEARCHING CONSUMER NEEDS IN PUBLIC ADMINISTRATION IN THE CONTEXT OF UKRAINE'S RECONSTRUCTION

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Abstract. *The article examines consumer needs as an object of economic analysis, public statistics, and decision-making in public administration. The use of micro- and macroeconomic tools, index analysis, purchasing power indicators, and a correlation approach for assessing the dynamics, structure, and affordability of population needs is substantiated. The transformation of consumer needs in Ukraine under wartime conditions and recovery processes is analyzed based on RDNA5, World Bank, Eurostat, Info Sapiens, and other analytical sources. The role of public authorities and local self-government bodies in shaping citizen-oriented policy is identified. Approaches to the use of statistical data and economic indicators in public decision-making are proposed.*

Keywords: *consumer needs, public administration, sustainable development, citizen-centricity, public services, public decision-making, Ukraine's recovery, public statistics, socio-economic indicators, purchasing power of the population, RDNA.*

The article explores consumer needs as a key object of economic analysis, public statistics, and decision-making within the system of public administration, particularly in the context of Ukraine's wartime conditions and recovery. The article aims to substantiate the theoretical and methodological foundations for analyzing consumer needs as a key object of public administration in the context of Ukraine's wartime transformation and recovery. The study applies micro- and macroeconomic tools, index methods, purchasing power indicators, and correlation analysis to assess the dynamics, structure, and affordability of meeting population needs.

The study emphasizes that consumer needs are multidimensional and shaped by biological, social, cultural, and economic factors, requiring a comprehensive interdisciplinary approach. The results demonstrate a significant transformation of consumer needs under crisis conditions, characterized by the dominance of basic needs (housing, security, energy, and essential services) and a decline in purchasing power. The paper identifies a structural

imbalance between growing needs and limited financial capacity, supported by statistical data from international and national sources. It proves that effective public policy must rely on data-driven approaches and integrated socio-economic indicators.

The scientific novelty lies in the development of a comprehensive approach to the analysis of consumer needs, combining economic theory, public statistics, and governance tools, as well as in proposing a model of decision-making based on the sequence: needs – data – analysis – policy – feedback. The study also justifies the importance of a citizen-centric approach and the increasing role of local self-government in identifying and addressing community needs.

The practical significance of the results is related to their application in public authorities' activities for improving the quality of decision-making, enhancing accessibility of public services, and ensuring sustainable recovery. The conclusions emphasize the necessity of aligning public policy with real consumer needs and strengthening adaptive, transparent, and socially oriented governance mechanisms.

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