Usage of Machine Learning In Strategy Planning On A Web-Based Business Platforms

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ABSTRACT

This paper describes the practical usage of 1D convolutional neural networks in business platforms for such tasks as income prediction, procurements and order demand analysis. The structure of the CNN model is provided, as well as the results of experiments with real orders, procurements and income data. According to the results, there are guidelines formulated for the implementation in the particular ERP systems or web business platforms. Currently web-based platforms featuring advanced business functions are rapidly growing. Their new functions can use classic and modern concepts. The comparison between several approaches, including machine learning and regression are provided. Technologies used in such platforms are provided and analyzed. The structures of such specific web-platforms frontend and backend systems are observed. Other prospective ideas of usage are formulated.

Keywords: Business, Neural, Networks, CNN, Platform