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Table of Contents

Topic #1. Hybrid Systems of Computational Intelligence	1
Olena Vynokurova, Dmytro Peleshko, Oleksandr Bondarenko, Vadim Ilyasov, Vladislav Serzhantov, Marta Peleshko. HYBRID MACHINE LEARNING SYSTEM FOR SOLVING FRAUD DETECTION TASKS	1
Eugene Fedorov, Tetyana Utkina, Olga Nechyporenko, Yaroslav Korpan. SPEECH SIGNAL STRUCTURING METHOD FOR BIOMETRIC PERSONALITY IDENTIFICATION	6
Petr Hurtik, Oleksii K. Tyshchenko. KLN: A DEEP NEURAL NETWORK ARCHITECTURE FOR KEYPOINT LOCALIZATION	12
Maksym Lupei, Alexander Mitsa, Igor Povkhan, Vasyl Sharkan. DETERMINING THE ELIGIBILITY OF CANDIDATES FOR A VACANCY USING ARTIFICIAL NEURAL NETWORKS	18
Vojtech Molek, Petr Hurtik. TRAINING NEURAL NETWORK OVER ENCRYPTED DATA	23
Peter Bidyuk, Oleksandr Gozhyj, Irina Kalinina, Victoria Vysotska, Mikhail Vasilev, Romanna Malets. FORECASTING NONLINEAR NONSTATIONARY PROCESSES IN MACHINE LEARNING TASK	28
Yevgeniy Bodyanskiy, Anastasiia Deineko, Iryna Pliss, Olha Chala, Anna Nortsova. MATRIX FUZZY-PROBABILISTIC NEURAL NETWORK IN IMAGE RECOGNITION TASK	33
Igor Povkhan, Maksym Lupei. THE ALGORITHMIC CLASSIFICATION TREES	37
Mykola Pikuliak. DEVELOPMENT OF AN ADAPTIVE MODULE OF THE DISTANCE EDUCATION SYSTEM BASED ON A HYBRID NEURO-FUZZY NETWORK	44
Vladyslav Kotsovsky, Anatolii Batyuk, Maksym Yurchenko. NEW APPROACHES IN THE LEARNING OF COMPLEX-VALUED NEURAL NETWORKS	50
Viktor Morozov, Olga Mezentseva, Maksym Proskurin. TRAINABLE NEURAL NETWORKS MODELLING FOR A FORECASTING OF START-UP PRODUCT DEVELOPMENT	55
Olexander Belej, Liubov Halkiv. USING HYBRID NEURAL NETWORKS TO DETECT DDOS ATTACKS	61
Yevgeniy Bodyanskiy, Tymofii Antonenko. DEEP NEO-FUZZY NEURAL NETWORK AND ITS ACCELERATED LEARNING	67
Igor Aizenberg, Alexander Vasko. CONVOLUTIONAL NEURAL NETWORK WITH MULTI-VALUED NEURONS	72
Igor Aizenberg, Olivia Keohane, Alejandro Lara. MLMVN IN SPECKLE NOISE FILTERING	78
Lyudmyla Kirichenko, Tamara Radivilova, Vitalii Bulakh, Petro Zinchenko, Abed Saif Alghawli. TWO APPROACHES TO MACHINE LEARNING CLASSIFICATION OF TIME SERIES BASED ON RECURRENCE PLOTS	84

Selçuk Öğütçü. STUDENT PERFORMANCE SCORE PREDICTION USING ARTIFICIAL NEURAL NETWORK WITH THE SUPPORT OF EXPLORATORY FACTOR ANALYSIS AND CLUSTERING	90
Dmytro Uzlov, Sergiy Popov, Oleksii Vlasov, Yevgeniy Bodyanskiy. ADAPTIVE MATRIX MODEL FOR A CRIME FORECASTING TASK	96
Olena Chornovol, Galyna Kondratenko, Ievgen Sidenko, Yuriy Kondratenko. INTELLIGENT FORECASTING SYSTEM FOR NPP'S ENERGY PRODUCTION	102
Ivan Mudryk, Mykhaylo Petryk. HYBRID ARTIFICIAL INTELLIGENCE SYSTEMS FOR COMPLEX NEURAL NETWORK ANALYSIS OF ABNORMAL NEUROLOGICAL MOVEMENTS WITH MULTIPLE COGNITIVE SIGNAL NODES	108
Alexander Vlasenko, Olena Vynokurova, Nataliia Vlasenko, Dmytro Peleshko, Yuriy Rashkevych A HYBRID EMD - NEURO-FUZZY MODEL FOR FINANCIAL TIME SERIES ANALYSIS	112
Jawad Rasheed, Akhtar Jamil, Hasibe Busra Dogru. TURKISH TEXT DETECTION SYSTEM FROM VIDEOS USING MACHINE LEARNING AND DEEP LEARNING TECHNIQUES	116
Leonid Lyubchyk, Olga Kostyuk. ONLINE REDUCED-ORDER KERNEL REGRESSION FOR DATA PROCESSING IN SENSOR NETWORK	121
Maksym Korobchynskiy, Mykhailo Slonov, Myhailo Rudenko, Oleksandr Maryliv, Valentyn Pylypchuk, Volodymyr Moldovan. IMPROVEMENT OF THE ALGORITHM OF DETERMINATION PARAMETER OF PHOTOGRAPHY IN THE CONDITIONS OF LIGHT SENSITIVITY	125
Topic #2. Machine Vision and Pattern Recognition	129
Olena Vynokurova, Dmytro Peleshko. HYBRID MULTIDIMENSIONAL DEEP CONVOLUTIONAL NEURAL NETWORK FOR MULTIMODAL FUSION	131
Oleksii Gorokhovatskyi, Olena Peredrii, Volodymyr Gorokhovatskyi. INTERPRETABILITY OF NEURAL NETWORK BINARY CLASSIFICATION WITH PART ANALYSIS	136
Roman Melnyk, Yurii Havrylko, Ivan Mykulanynets. FABRIC DEFECTS DETECTION BY COMPARISON OF CLUSTERED SAMPLES	142
Nonna Kulishova, Yevgeniy Bodyanskiy, Volodymyr Timofeyev. THE FAST IMAGE RECOGNITION SYSTEM BASED ON NEURO-FUZZY UNITS AND ITS ONLINE LEARNING FOR DATA STREAM MINING TASKS	147
Vitaliy Boyun. THE PRINCIPLES OF ORGANIZING THE SEARCH FOR AN OBJECT IN AN IMAGE AND THE SELECTION OF INFORMATIVE FEATURES BASED ON THE VISUAL PERCEPTION OF A PERSON	152
Bohdan Bilonoh, Sergii Mashtalir. PARALLEL MULTI-HEAD DOT PRODUCT ATTENTION FOR VIDEO SUMMARIZATION	158

Marek Vajgl, Petr Hurtik. A PIPELINE FOR DETECTING AND CLASSIFYING OBJECTS IN IMAGES	163
Nonna Kulishova, Anton Paramonov, Volodymyr Tkachenko. REAL-TIME AUTOMATIC VIDEO INSPECTION SYSTEM FOR PIECE PRODUCTS MARKING	169
Nataliia Kukharska, Andrii Lagun, Orest Polotai. THE STEGANOGRAPHIC APPROACH TO DATA PROTECTION USING ARNOLD ALGORITHM AND THE PIXEL-VALUE DIFFERENCING METHOD	174
Sergei Yelmanov, Yuriy Romanyshyn. A NEW APPROACH TO IMAGE ENHANCEMENT BY NON LINEAR CONTRAST STRETCHING	178
Sergei Yelmanov, Yuriy Romanyshyn . A QUICK NO-REFERENCE QUANTIFICATION OF THE OVERALL CONTRAST OF AN IMAGE	185
Viacheslav Moskalenko, Alona Moskalenko, Zaretskyi Nikolay, Viktor Lysyuk. DEEP FEATURE EXTRACTOR WITH INFORMATION-EXTREME DECISION RULES FOR VISUAL CLASSIFICATION OF SEWER PIPE DEFECTS AND ITS TRAINING METHOD	191
Karyna Korovai, Oleksandr Marchenko. HANDWRITING STYLES CLUSTERING: FEATURE SELECTION AND FEATURE SPACE ANALYSIS BASED ON ONLINE INPUT	195
Kirill Smelyakov, Anastasia Chupryna, Oleksandr Bohomolov, Igor Ruban. THE NEURAL NETWORK TECHNOLOGIES EFFECTIVENESS FOR FACE DETECTION	201
Roman Melnyk, Ruslan Tusnytskyk, Yurii Havrylko. SURFACE DEFECTS DETECTION BY CLUSTERING AND ROTATING IMAGE ANALYSIS	206
Ruslan Timchenko, Oleksiy Grechnyev, Sergiy Skuratovskyi, Yurii Chyrka, Ievgen Gorovyi. AUGMENTED REALITY IN WEB: RESULTS AND CHALLENGES	211
Anastasiia Skoryk, Yurii Chyrka, Ievgen Gorovyi, Oleksiy Grechnyev, Pavlo Vyplavin. COMPARATIVE ANALYSIS OF CLASSIC COMPUTER VISION METHODS AND DEEP CONVOLUTIONAL NEURAL NETWORKS FOR FLOOR SEGMENTATION	217
Radiy Radutniy, Alina Nechyporenko, Victoriia Alekseeva, Ganna Titova, Dmytro Bibik, Vitaliy V. Gargin. AUTOMATED MEASUREMENT OF BONE THICKNESS ON SCT SECTIONS AND OTHER IMAGES	222
Bogdan Ivanyuk-Skulskiy, Galyna Kriukova, Andrii Dmytryshyn. GEOMETRIC PROPERTIES OF ADVERSARIAL IMAGES	227
Jan Hula, David Mojzisek, David Adamczyk, Radek Cech. ACQUIRING CUSTOM OCR SYSTEM WITH MINIMAL MANUAL ANNOTATION	231
Jan Hula. UNSUPERVISED OBJECT-AWARE LEARNING FROM VIDEOS	237
Vladimir Sherstjuk, Maryna Zharikova, Irina Dorovskaja. 3D FIRE FRONT RECONSTRUCTION IN UAV-BASED FOREST-FIRE MONITORING SYSTEM	243
Vladyslav Zinchenko, Galyna Kondratenko, Ievgen Sidenko, Yuriy Kondratenko. COMPUTER VISION IN CONTROL AND OPTIMIZATION OF ROAD TRAFFIC	249

Oleg Yakovchuk, Anastasiia Cherneha, Dmytro Zhelezniakov, Viktor Zaytsev. METHODS FOR LINES AND MATRICES SEGMENTATION IN RNN-BASED ONLINE HANDWRITING MATHEMATICAL EXPRESSION RECOGNITION SYSTEMS	255
Volodymyr Hnatushenko, Viktoriia Hnatushenko. RECOGNITION OF HIGH DIMENSIONAL MULTI-SENSOR REMOTE SENSING DATA OF VARIOUS SPATIAL RESOLUTION	262
Topic #3. Dynamic Data Mining & Data Stream Mining	266
Iryna Perova, Olha Lalymenko, Igor Zavgorodnii, Viktor Reshetnik, Nelia Miroshnychenko. THE DEFINITION OF INFLUENCE DIFFERENT DRUG EXPOSURE TYPES TO MEDICAL INDICATORS OF WHITE RATS	268
Fedir Geche, Anatoliy Batyuk, Oksana Mulesa, Veronika Voloshchuk. THE COMBINED TIME SERIES FORECASTING MODEL	272
Mykola Malyar, Miroslav Kelemen, Andriy Polishchuk, Volodymyr Polishchuk, Marianna Sharkadi. MODEL OF EVALUATION AND SELECTION OF START-UP PROJECTS BY INVESTOR GOALS	276
Dmitriy Klyushin, Irina Martynenko. NONPARAMETRIC TEST FOR CHANGE-POINT DETECTION IN DATA STREAM	281
Oleksandr Tymchenko, Bohdana Havrysh, Oleksandr O. Tymchenko, Orest Khamula, Bohdan Kovalskyi, Kateryna Havrysh. PERSON VOICE RECOGNITION METHODS	287
Vadim Shergin, Larysa Chala, Serhii Udovenko, Mariya Pogurskaya. ELASTIC SCALE-FREE NETWORKS MODEL BASED ON THE MEDIATION-DRIVEN ATTACHMENT RULE	291
Yuriy Drohobytskiy, Vitaly Brevus, Yuriy Skorenkyy. SPARK STRUCTURED STREAMING: CUSTOMIZING KAFKA STREAM PROCESSING	296
Nataliia Yehorchenkova, Oleksii Yehorchenkov. MODELING OF DECISION-MAKING PROCESSES IN PROJECT PLANNING BASED ON PREDICTIVE ANALYTIC METHOD	300
Bohdan M. Pavlyshenko. USING BAYESIAN REGRESSION FOR STACKING TIME SERIES PREDICTIVE MODELS	305
Nataliia Kuznietsova, Petro Bidyuk. HETEROSKEDASTICITY MODELS FOR FINANCIAL PROCESSES MODELLING AND FORECASTING	310
Yaroslav Sokolovskyy, Andriy Nechepurenko, Tetiana Samotii, Svitlana Yatsyshyn, Olha Mokrytska, Volodymyr Yarkun. SOFTWARE AND ALGORITHMIC SUPPORT FOR FINITE ELEMENT ANALYSIS OF SPATIAL HEAT-AND-MOISTURE TRANSFER IN ANISOTROPIC CAPILLARY-POROUS MATERIALS	316
Liubov Halkiv, Oleh Karyy, Ihor Kulyniak, Solomiya Ohinok. INNOVATIVE, SCIENTIFIC AND TECHNICAL ACTIVITIES IN UKRAINE: MODERN TRENDS AND FORECASTS	321
Anastasiya Doroshenko. ANALYSIS OF THE DISTRIBUTION OF COVID-19 IN ITALY USING CLUSTERING ALGORITHMS	325

Vira Huskova, Petro Bidyuk . MODELING AND FORECASTING FINANCIAL HETEROSCEDASTIC PROCESSES	329
Ievgen Meniailov, Dmytro Chumachenko, Ksenia Bazilevych. DETERMINATION OF HEART DISEASE BASED ON ANALYSIS OF PATIENT STATISTICS USING THE FUZZY C-MEANS CLUSTERING ALGORITHM	333
Bogdan Glova, Ivan Mudryk. APPLICATION OF DEEP LEARNING IN NEUROMARKETING STUDIES OF THE EFFECTS OF UNCONSCIOUS REACTIONS ON CONSUMER BEHAVIOR	337
Mesbaholdin Salami, Farzad Movahedi Sobhani, Mohammad Sadegh Ghazizadeh. EVALUATING POWER CONSUMPTION MODEL AND LOAD DEFICIT AT DIFFERENT TEMPERATURES USING CLUSTERING TECHNIQUES AND PRESENTING A STRATEGY FOR CHANGING PRODUCTION MANAGEMENT	341
Topic #4. Big Data & Data Science Using Intelligent Approaches	346
Iryna Biskub, Lyubov Krestyanpol. THE USE OF SOCIAL ENGINEERING IN DEVELOPING THE CONCEPT OF "SMART PACKAGING"	348
Vitaly Deibuk, Ivan Yuriychuk. NOISY MULTIPLE-CONTROL FREDKIN GATE IN NUCLEAR SPIN BASED QUBITS CHAIN	352
Yuliya Kozina, Natalya Volkova, Daniil Horpenko. MOBILE DECISION SUPPORT SYSTEM TO TAKE INTO ACCOUNT QUALITATIVE ESTIMATION BY THE CRITERIA	357
Bogdan Palchevskyi, Lyubov Krestyanpol. STRATEGY OF CONSTRUCTION OF INTELLECTUAL PRODUCTION SYSTEMS	362
Serhii Brodiuk, Vasyl Palchykov, Yuriy Holovatch. EMBEDDING TECHNIQUE AND NETWORK ANALYSIS OF SCIENTIFIC INNOVATIONS EMERGENCE IN AN ARXIV-BASED CONCEPT NETWORK	366
Vasyl Lytvyn, Victoria Vysotska, Yevgen Burov, Viktor Hryhorovych. KNOWLEDGE NOVELTY ASSESSMENT DURING THE AUTOMATIC DEVELOPMENT OF ONTOLOGIES	372
Lubomyr Sikora, Natalya Lysa, Roman Martsyshyn, Yulia Miyushkovych, Rostyslav Tkachuk. INFORMATION PROCESSING SYSTEM FOR DETECTION IMPURITY IN TECHNICAL OIL BASED ON LASER	378
Yaroslav Sokolovskyy Mariana Levkovych Olha Mokrytska Yaroslav Kaspryshyn Nadiya Yavorska. INVESTIGATION ON THE PROCESSES OF DEFORMATION, HEAT- AND-MOISTURE TRANSFER IN MEDIA WITH THE PROPERTIES OF THE EFFECTS OF "MEMORY" AND SELF- SIMILARITY	382
Volodymyr Shymanskyi, Ostap Dumanskyi, Yurii Prusak. MATHEMATICAL MODELING OF NON-ISOTHERMAL MOISTURE TRANSFER PROCESS AND OPTIMIZATION OF GEOMETRIC DIMENSIONS OF THE CONSTRUCTION OF COMPOSITE MATERIALS WITH FRACTAL STRUCTURE	386

Solomija Ljaskovska, Yevgen Martyn, Igor Malets, Oksana Velyka. OPTIMIZATION OF PARAMETERS OF TECHNOLOGICAL PROCESSES MEANS OF THE FLEXSIM SIMULATION SIMULATION PROGRAM	391
Yevgen Martyn, Olga Smotr, Nazarii Burak, Oleksandr Prydatko, Igor Malets. INFORMATIONAL GRAPHIC TECHNOLOGIES FOR FIRE SAFETY LEVEL DETERMINATION IN SPECIAL PURPOSE BUILDINGS	398
Olga Smotr, Solomija Ljaskovska, Igor Malets, Oksana Karabyn. INCREASING THE ANIMATION STUDY MANAGEMENT SERVICES FUNCTIONING EFFICIENCY	404
Vasyl Lytvyn, Dmytro Dosyn, Victoria Vysotska, Andrii Hryhorovych. METHOD OF ONTOLOGY USE IN OODA	409
Andrii Berko, Irina Pelekh Lyubomyr Chyrun, Ivan Dyyak. INFORMATION RESOURCES ANALYSIS SYSTEM OF DYNAMIC INTEGRATION SEMI- STRUCTURED DATA IN A WEB ENVIRONMENT	414
Irina Pelekh, Andrii Berko, Vasyl Andrunyk, Lyubomyr Chyrun, Ivan Dyyak. DESIGN OF A SYSTEM FOR DYNAMIC INTEGRATION OF WEAKLY STRUCTURED DATA BASED ON MASH-UP TECHNOLOGY	420
Andrii Cheredachuk, Galyna Kriukova, Andrii Malenko, Maksym Sarana, Oleksandr Sudakov, Sergii Vodopyan, Yevhenii Volynets. ADAPTIVE ALGORITHM FOR RADAR-SYSTEM PARAMETERS TUNING BY MEANS OF MOTION ZONE ESTIMATION	426
Andrii Berko, Irina Pelekh, Liliya Chyrun, Myroslava Bublyk, Ihor Bobyk, Yurii Matseliukh, Lyubomyr Chyrun. APPLICATION OF ONTOLOGIES AND META-MODELS FOR DYNAMIC INTEGRATION OF WEAKLY STRUCTURED DATA	432
Andriy Lutskiv, Nataliya Popovych. BIG DATA-BASED APPROACH TO AUTOMATED LINGUISTIC ANALYSIS EFFECTIVENESS	438
Anatolii Batyuk, Volodymyr Voityshyn. STREAMING PROCESS DISCOVERY METHOD FOR SEMI-STRUCTURED BUSINESS PROCESSES	444
Nataliia Manakova, Anna Vergeles. CALIBRATION OF LOW-COST IOT SENSORS IN STREAMS	449
Ruslan Skuratovskii Yevgen Osadchyy Volodymyr Osadchyy. THE TIMER COMPRESSION OF DATA AND INFORMATION	455
Anatolii Shtymak, Pavlo Mulesa, Mykola Malyar. PROCEDURE FOR DETERMINATION OF PROFESSIONAL COMPETENCE OF A HIGHER EDUCATION INSTITUTION GRADUATE	460
Author's Index	xv

Increasing the Animation Study Management Services Functioning Efficiency

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Abstract—the research deals with the issues of animation of the animation studio services market, and the advantages and disadvantages of their functioning, both for the ordinary user and from the developer. It made clear that it is appropriate to provide information to the client about two areas: pricing policy and content of services. The services automation methods within animation studios are researched using modern methods of Data Mining.

It is proposed to build the work logic using data mining methods, Decision Trees methods, for the animation studio management services effective functioning. It is determined that in case of client priority search criteria choice is related to pricing policy, it makes sense to organize the operation of the animation studio management service based on the backtracking algorithm. In the case of client's search criteria choice priority are content-related topics of services, apply algorithms for constructing decision-making tree.

Keywords — information technology, Data Mining, Decision Trees, animation studio, entertainment

I. INTRODUCTION

Recently, there has been a rapid development of the entertainment industry worldwide. This is the entry into a post-industrial stage of development most the developed countries in the world, a characteristic feature is the significant growth of services and service industries. Despite the fact that the entertainment industry is one of the youngest sectors of the socio-cultural sphere, it accounts for about 6 % of the world's capital [1].

In today's conditions of informatization and computerization of the society [2] and the rapid increase in demand for services of the entertainment industry [3-4]. Business development in this area requires new approaches to information processing and decision-making.

The most notable change is in the travel companies that actively involve organizations for process activities advanced digital technology [5-9]. These include global computer reservation / reservation systems, integrated communications networks, multimedia systems, smart cards, management information systems, and more.

However, they are mostly dedicated to addressing the digitization of tourism animation services and, unfortunately, very little attention has been paid to digitizing the children's

animation studio segment. Modern animation is the activity of developing and implementing special leisure programs [10]. Although the demand for services in this particular segment of the entertainment industry is huge. With a data web - site for parents Britain Netnum, parents spend on children's holiday from \$ 200 to several thousands of dollars, and in general, the market value of children's parties is over \$ 1.5 billion [11]. Similarly, in Ukraine, on average, the organization of children's holidays costs about 5 thousand UAH [4].

II. PROBLEM STATEMENT

Of course, today most animation studio, event -agency etc. have their own web services, where the highlight information about their services and show potential customers their own successful experiences conducted their activities, etc. However, this is not enough. The client (animation customer) needs the ability to quickly and conveniently view the offerings of different animation studios with the ability to compare their services, pricing, quality of service and the ability to provide these services in the right location and time range, etc.

Analyzing typical for the market of Ukraine, web services animation studio "Children's Planet" [12] "Igorland" [13], "Papashon" [14], event - agency "Empire holidays" [14] it is difficult not to notice, that the data the services are not convenient and do not meet the above requirements.

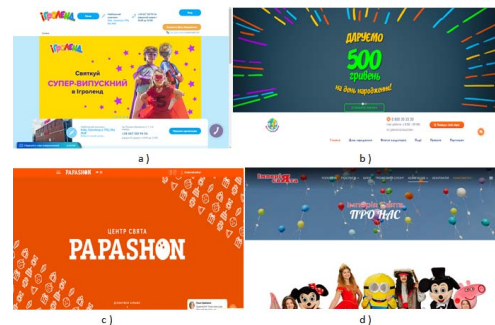


Fig. 1. View of the main pages of services of children's animation studios: a) children's animation studio "Igorland"; b) children's animation studio "Children's Planet"; c) the PAPAASHON entertainment complex; d) "Empire of the Holiday" event-agency

Obviously, all four main pages of web services (Fig. 1) are not radically different and do not carry information regarding the choice of possible services. They do not have an intuitive or adapted interface. After pressing certain buttons and selecting menus, which, by the way, are not easy to find, the information becomes not much more. So, for example, to find the list of services of the children's animation studio "Children's Planet", you must use the page scrolling, on the website of the children's animation studio " Igroland " you need to find the "Menu" button, and click on the "Details" button on the main page of the entertainment complex PAPASHON. However, even after such manipulation of information comes not much more. None of these services is immediately accessible to the complex of services that can be obtained based on a certain budget. Also, none of these services has the opportunity to introduce, for example, topics that are interesting for the child to get information about the range of services that the company can provide and the price range of these services, it is difficult to find differentiation of services by age categories and so on.

In addition to imperfect client-side work, these services are not functional enough to meet the needs of animation studio staff. Here are some of the main unsolved problems:

- does not have a cumulative database of customer preferences and needs;
- there is no service of forming comparative characteristics (cost, duration in time, age restrictions and number of participants, etc.) of different offers;
- when ordering a client an offer to the administrator comes just a message about this event, which is not processed by the service itself, respectively, with a large influx of people who want to order the same service, the service will not help the administrator with this problem;
- there is no dynamic selection of the set of possible offers for the client according to the criteria he / she has set;
- there is no dynamic selection of possible offers for the client, taking into account time and quantitative parameters, the possibilities of the studios themselves, etc.

III. THE METHOD OF IMPROVING THE WORK OF CHILDREN'S ANIMATION STUDIO SERVICES WITH THE USE OF DATA MINING METHODS IS PROPOSED

For fast and qualitative sampling of data, modern methods of analysis of intellectual data must be applied by certain criteria. We believe that it is most appropriate for the organization of the effective operation of a service for managing the work of animation studios to use the Decision Trees methods, such as to enable, step by step, based on the client's answers, to form from the existing set of services, the set of the most client-friendly solutions.

To construct Decision Trees most widely used in practice, algorithms binary search tree (BST) ; returning search algorithm (backtracking algorithm) and algorithms decision tree.

In our opinion, to sample a variety of possible services, it is most advisable to use the backtracking algorithm when choosing a client as a priority, the direction of pricing.

The operation of this algorithm can be interpreted as a process of bypassing a tree. Each peak corresponds to it a sequence (x_1, \dots, x_i) , with peaks that correspond to sequences

of the form (x_1, \dots, x_i, y) , sons of the summit. The root of the tree corresponds to an empty sequence.

This tree is being traversed by searching deep. In addition, a predicate P is specified on all tree vertices. If $P(v) = False$, then the subtree vertices with root at vertex v are not considered, and the volume of the bust decreases. The predicate $P(v)$ acquires the value False when it becomes clear that the sequence (x_1, \dots, x_i) , corresponding to vertex v cannot in any way be added to the complete solution. To apply this method, the solution of the problem must look like a finite sequence of elements (x_1, \dots, x_n) .

In our case, the elements x_1, \dots, x_n of this sequence are the cost of the services that can be provided to the client within the budget that he or she determines (predicate P). This is exactly what a client wants, based on a specific budget.

Initially, the client is offered a set of services that can be provided within a given budget, considering a possible set of services, the client is able to remove / add certain of them, then the budget for other services increases / decreases. The algorithm returns the customer to the previous selection step, with the other set of service elements until the desired set of services within the client's budget is formed.

Description of the backtracking algorithm

After entering in the search window the "budget" of the amount that the client focuses on, the logic of the system employs a backtracking algorithm, which allows to form from the existing set of services, the set of services that can be provided within the specified budget.

Let us illustrate the algorithm for generating multiple offers (search with returns) in case the client chooses as a priority, the direction of the pricing policy, that is, according to the criterion "budget", in a specific example.

Suppose that table 1 sets the sets of services $\{p_1, \dots, p_n\}$.

TABLE I. SET OF EXISTING SERVICES

Code	Service	Cost	Duration
p1	Costume photoshoot	1000 UAH	1 hour
p2	Rolledrome	600 UAH	1 hour
p3	Birthday greetings with cake	550 UAH	30 minutes
p4	Weaving of African pigtails	500 UAH	1 hour
p5	Soap bubbles show	500 UAH	1 hour
p6	Trampoline arena	120 UAH	1 hour
p7	Aqua makeup	90 UAH	30 minutes
p8	Trampoline «Treasure Island»	80 UAH	30 minutes
p9	Maze	60 UAH	unlimited

Each service is matched by its cost. You need to find a subset of which the cost of the elements does not exceed the client's criterion "budget" (CB). If the sum is so large that the addition of any new number exceeds CB then we go back and change the last addition of the sum. Let $CB = 1 \text{ thousand UAH}$. Figure 2. illustrates part of the backtracking algorithm for the problem of finding a subset of a set of services $\{p_1, \dots, p_n\}$ with the criterion "budget" equal to 1 thousand UAH.

In general, when a subset of the set of services $\{p_1, \dots, p_n\}$, given in Table 1. from the criterion "budget" is equal to 1 thousand UAH. The client may be offered 6 possible service options. Formed variants of subsets of possible services are given in Tables 2-7, respectively. And it should be noted that these options are provided, with information on the possible duration of the organized holiday.

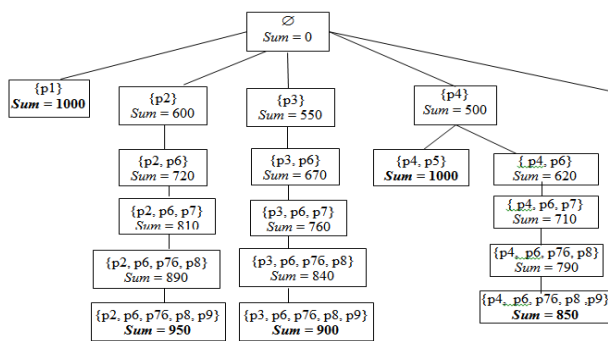


Fig. 2. Part of the backtracking algorithm for problem of finding the subset of a set of services $\{p_1, \dots, p_n\}$ with the criterion "budget" equal to 1 thousand UAH.

TABLE II. SET OF OFFERED SERVICES

Code	Service	Cost	Duration
p1	Costume photoshoot	1000 UAH	1 hour
Sum		1000 UAH	1 hour

TABLE III. SET OF OFFERED SERVICES

Code	Service	Cost	Duration
p2	Rolledrome	600 UAH	1 hour
p6	Trampoline arena	120 UAH	1 hour
p7	Aqua makeup	90 UAH	30 minutes
p8	Trampoline «Treasure Island»	80 UAH	30 minutes
p9	Maze	60 UAH	unlimited
Sum		950 UAH	unlimited

TABLE IV. SET OF OFFERED SERVICES

Code	Service	Cost	Duration
p3	Birthday greetings with cake	550 UAH	30 minutes
p6	Trampoline arena	120 UAH	1 hour
p7	Aqua makeup	90 UAH	30 minutes
p8	Trampoline «Treasure Island»	80 UAH	30 minutes
p9	Maze	60 UAH	unlimited
Sum		870 UAH	unlimited

TABLE V. SET OF OFFERED SERVICES

Code	Service	Cost	Duration
p4	Weaving of African pigtails	500 UAH	1 hour
p5	Soap bubbles show	500 UAH	1 hour
Sum		1000 UAH	2 hour

TABLE VI. SET OF OFFERED SERVICES

Code	Service	Cost	Duration
p4	Weaving of African pigtails	500 UAH	1 hour
p6	Trampoline arena	120 UAH	1 hour
p7	Aqua makeup	90 UAH	30 minutes
p8	Trampoline «Treasure Island»	80 UAH	30 minutes

TABLE VIII. SET OF OFFERED SERVICES

Version	Age	Gender	Number of participants	Subject	Type of entertainment	Duration of entertainment	Budget (UAH)	Holiday
1.	up to 5 years	boy	up to 4	not thematic	are active	unlimited		Yes
2.	up to 5 years	boy	up to 4	ninja	science	30 minutes – 1 hour	5000-1000	No
3.	5-10 years	boy	4-8	ninja	science	30 minutes – 1 hour	5000-1000	Yes
4.	up to 5 years	boy	more than 8	Peppa	art	до 2 hour	unlimited	No
5.	up to 5 years	girl	more than 8	Peppa	art	unlimited	5000-1000	Yes
6.	5-10 years	girl	4-8	ninja	team entertainment	unlimited	5000-1000	No
7.	5-10 years	girl	4-8	Lady bug	team entertainment	unlimited	5000-1000	Yes
8.	5-10 years	boy	more than 8	Lady bug	team entertainment	unlimited	5000-1000	No
9.	5-10 years	boy	more than 8	pirates	team entertainment	unlimited	up to 500	No
10.	more than 10 years	girl	more than 8	Peppa	art	до 2 hour	5000-1000	No
11.	more than 10 years	girl	up to 4	Peppa	art	до 2 hour	5000-1000	Yes

p9	Maze	60 UAH	unlimited
Sum		820 UAH	unlimited

TABLE VII. SET OF OFFERED SERVICES

Code	Service	Cost	Duration
p5	Soap bubbles show	500 UAH	1 hour
p6	Trampoline arena	120 UAH	1 hour
p7	Aqua makeup	90 UAH	30 minutes
p8	Trampoline «Treasure Island»	80 UAH	30 minutes
p9	Maze	60 UAH	unlimited
Sum		820 UAH	unlimited

Once a client is selected, a subset of the solutions that are most appropriate for him / her, he / she can make changes by removing / adding certain services (this will result in a certain budget change) and make an order.

If the client chooses as a priority, the content area of services, the most appropriate is to use the algorithm of building a decision tree. In this case, we need to solve the typical classification problem.

After all, when we consider a client's request in terms of the content topics of animation studio services, we need to make decisions about the set of existing objects (animation studio services), assigning them to certain thematic classes, that is, providing these objects with classification features. So we need to solve a typical classification problem whose set of conditional attributes A will be made up by the client's requirements. The set W is an active animation studio service; the set d is a decision attribute - two elements {"good luck", "bad luck"}.

Description of the algorithm for building a decision tree

After selecting a search box of your request priority area "subject", the customer will be asked to answer a few questions that are conditional attributes and accordingly help shape due to the algorithm for constructing Decision Tree, the set of possible proposals for a client under given his attributes.

Let's use one of the algorithms for building a Decision Tree, namely the algorithm ID3 (Iterative Dichotomizer-3 algorithm) [15]. To illustrate the algorithm for generating set of proposals using the algorithm for constructing Decision Tree to a specific example.

Let Table 8 provide information on options for a children's holiday. We construct Decision Tree for given Table 8.

12.	more than 10 years	girl	more than 8	Peppa	are active	unlimited	5000-1000	No
13.	more than 10 years	girl	more than 8	not thematic	beauty and fashion	до 2 hour	unlimited	Yes
14.	more than 10 years	boy	more than 8	not thematic	beauty and fashion	до 2 hour	unlimited	No

A holiday is a decision-making attribute. The set of all conditional attributes $A = \{\text{"age", "gender", "number of participants", "subject matter", "type of entertainment", "duration of entertainment", "budget"}\}$ corresponds to the root node. Select the attribute "age" and mark it the root vertex. The set of values of this attribute consists of three elements: up to 5 years, 5-10 years, more than 10 years. Put the root vertex in correspondence with three edges, each of which is attributed to the value of the attribute "age". Set examples will be divided into three subsets that correspond to the values of the attribute "age"; these subsets correspond to each of the vertices 2, 3, 4 of the tree shown in Figs. 3 We remove the attribute "age" from the set A and get the set $A = \{\text{"gender", "number of participants", "subject matter", "type of entertainment", "duration of entertainment", "budget"}\}$.

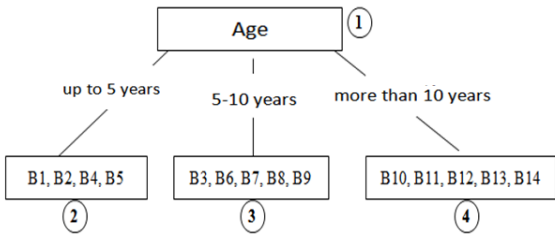


Fig. 3. The first step of the ID3 algorithm (removing the "age" attribute).

Consider the vertex number 3. It is matched by the subset of examples $\{B3, B7\}$ that have the value of the decision attribute "yes" and the subset of examples $\{B6, B8, B9\}$ that have the value of the attribute of the decision "no". We select the following attribute from the set A ; let it "gender". Denote by vertex 3, construct two edges with the values of this attribute, and divide the set of examples in vertex 3 into two subsets, in each of which the values of gender are the same.

Consider the vertex number 6. It corresponds to the subset $\{B3\}$, which has the value of the decision attribute "yes", and the subset of examples $\{B8, B9\}$, which have the value of the decision attribute "no". We select the following attribute from the set A ; let it be the "number of participants". Denote by vertex 6, construct three edges with values of this attribute and divide the set of examples in vertex 3 into two subsets, in each of which the values of the number of participants are the same.

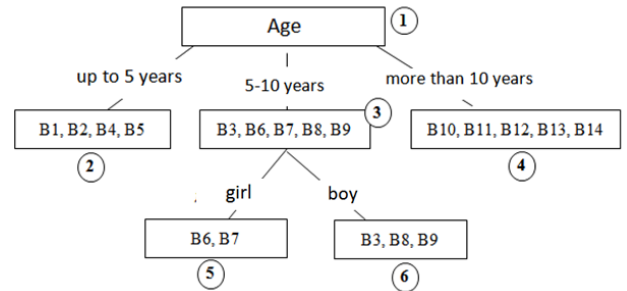


Fig. 4. The second step of the ID3 algorithm (removing the "gender" attribute)

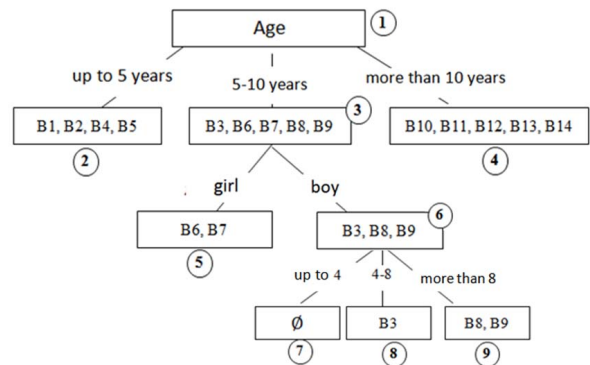


Fig. 5. The third step of the ID3 algorithm (removing the "number of participants" attribute)

In Fig. 5 in verse 7 we have an empty set, which indicates that under such criteria given by the client, we will not be able to offer him anything, that is, a holiday cannot be organized, so we will mark this vertex "no" and it will become a leaf. In verse 9, examples B8 and B9 have the same attributes of the game attribute - no. Therefore, we denote this vertex by "no" and it will become a leaf. Similarly, we denote vertex 8 as "yes" and it will also become a leaf

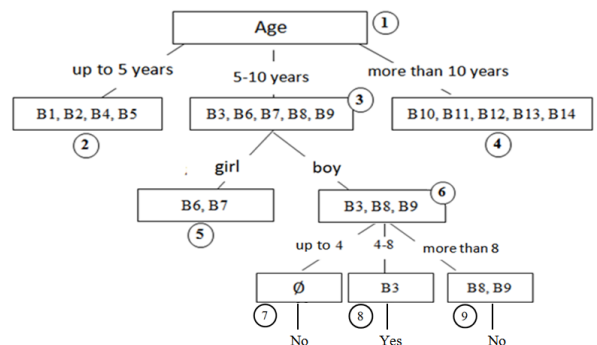


Fig. 6. The fourth step of the ID3 algorithm.

IV. CONSIDERATION OF THE DEVELOPED FUNCTIONAL OF THE SERVICE

The main page (see Fig. 7) of the service for managing the work of children's animation studios, includes buttons: "Offers" - for viewing, all available offers, "Order" - go to the window where you can place an order, "Register" - to register for service, "Login" - to enter the service and also 3 offers that can be accessed by clicking on the "Details" button.

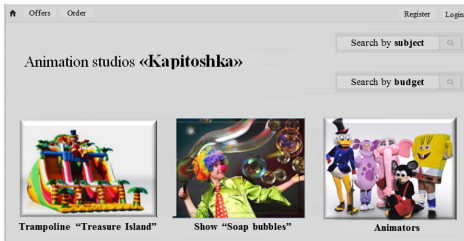


Fig. 7. The main page web service

After the user, when logging in to the site, chooses a budget search option and enters the amount for which he wants to organize a holiday, he will be offered as many services as possible within the selected budget, as shown in the figure. 8.



Fig. 8. A list of suggested holiday options

If someone at the entrance to the site will select the search option offers the direction of "subjects" and introduce subjects on which it wants to organize a holiday, he will be asked to respond to several questions, such as: the age of the child; to become a child; budget, the number of children on holiday, he will be offered as many services within the chosen subject. One of the variants of the proposals when choosing the theme "Active entertainment" and given attributes: "age" - 11 years; "gender" - boy, budget - 1000 UAH, shown in the figure. 9.

Having determined the optimum number of services, the user can order the selected offers.

V. CONCLUSIONS

To organize the effective functioning of animation studio management services, taking into account the specifics of their work, the logic of query processing systems must be built using modern methods of Data Mining, namely the "Decision Tree" methods. In order to provide quality services, in a user-friendly format, it is most appropriate to provide information to the client in the

context of two areas: price policy and content topics of services. If the client chooses as a priority, the direction - pricing policy, it is advisable to use the backtracking algorithm when choosing the client, as the priority, direction - the content of services - algorithms for building a decision tree.



Fig. 9. A list of the proposed "Active Entertainment" holiday option

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