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УДК 811.111

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## **INFORMATION HARVEST OR INFORMATION AND ANALYTICAL PLATFORMS**

*Information harvest, its significance, objects, methods of obtaining. Obtaining reliable information through the use of information and analytical platforms. The concept of information analysis of the agricultural sector, and the need for its use.*

**Key words:** *information, harvest, technologies, agronomy, analytics.*

In order to fully understand the essence of the expression of the information harvest, it is necessary to reveal the concept of each component of this definition.

Thus, the harvest is the total collection of plant products obtained as a result of growing a certain crop. The word information (in its given use) serves as a kind of explanation, ie means the provision of information about all the processes that result in the harvest.

Currently, there are two areas of information harvest: technological (regulation of the process of development of components of the information environment) and content (priorities of communication activities of participants in the agricultural process) [1].

Actually, the objects of the information harvest are both print media (newspapers, magazines, books) and electronic (television, radio, Internet).

This area helps farmers to gain new knowledge, information about the means of labor that improve the technological features of the harvest.

One of the main points of obtaining an information harvest is its proper collection. The main technological aspects of this process are:

1. Analysis of the relevance of this product for the state (state order for products)
2. Search and study of domestic and world markets, and demand for your products.
3. Study and analysis of the main competitors at this stage of your development (as your business and the one of your competitors develops, its growth will change so it is important to constantly monitor competitive manufacturers)
4. Development, growth, use of proper advertising on the Internet, appearance at professional exhibitions [1].

To obtain reliable information, it is necessary to use information-analytical platforms that allow you to best display and analyze information.

An information-analytical platform is a computer system that can provide information, create it, as well as process and analyze it [4].

The main and specific task of information and analytical platforms is the effective storage, processing and analysis of data. It provides an opportunity for the organization to integrate and coordinate its business processes.

Such platforms are installed in one or more data centers, which run the appropriate software of the enterprise (organization). They may include additional programs that work within the organizational structure of the enterprise (organization), for example, for management purposes.

By providing a continuous information space for the organization, information and analytical platforms ensure that the information available in them will be provided at all functional levels of management.

The concept of information analytics means the use of information as a resource, ie to have the full stock of means of obtaining, accumulating, storing, processing, issuing information to the client [2].

Nowadays analytical activity has become so widespread that it has received its professional direction. In many countries around the world, government agencies, banks, companies, etc., have information and analytical departments that quickly receive and analyze information that later becomes a means of benefiting the state or a particular structure in which such a system operates [3].

Information and analytical systems have also been created for the field of agronomy, they provide farmers with information that encourages certain decisions. These are, for example, price charts in ports and farms, which provide an opportunity to analyze the further course of the entrepreneur, or to find relevant and convenient information on the market.

Information and analytical platforms help in resolving issues related to competition in the market. First, they identify particularly important information for farmers, as well as the most effective sources of its receipt. Then, the platform constantly collects information that may be of potential interest to the customer and sends it. The platform then checks the accuracy and probability of the information, interprets it and systematizes it accordingly. Finally, it sends key information to those professionals and managers who directly make decisions, as well as provides information in response to requests from managers, which belongs to the scope of the enterprise, firm, etc. [4].

Thus, we can conclude that information and analytical platforms are extremely important for business owners, collecting and synthesizing information and providing the most reliable facts that are obtained from reliable sources. For the agricultural sector, it is necessary to have up-to-date information in order to sustain competitive organizations.

But managers need to keep in mind that any information they receive needs to be verified to avoid an incorrect situation.

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УДК 811.111

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## **CHARACTERISTICS OF VEGETABLE OILS FOR USE AS FUEL IN STATIONARY DIESEL ENGINES ХАРАКТЕРИСТИКИ РОСЛИННИХ ОЛІЙ ДЛЯ ВИКОРИСТАННЯ В ЯКОСТІ ПАЛИВА В СТАЦІОНАРНИХ ДИЗЕЛЬНИХ ДВИГУНАХ**

*У статті досліджувалися такі високов'язкі палива як мазут та рослинні олії, які представлені на ринку України. Проводилися дослідження паливних сумішей для використання у дизелях. Аналіз властивостей альтернативних високов'язких палив, у тому числі рослинного походження; аналіз існуючих та розробка перспективної паливної системи, та аналіз роботи дизелів при використанні високов'язких компонентів*

**Ключові слова:** *альтернативні палива, рослинні олії, компаундування.*