

occurs because high-performance tools do possible the analysis of big data arrays.

The authorities of Boston started the Street Bump application which collects information on hollows on the road. It is enough to install it on the smartphone and to take with yourself in the car, and Street Bump by means of the built-in accelerometer itself will find holes and to report about them to municipal management (being based on the data of GPS). Only practice showed what many more messages arrive from provided areas. There more people are able to buy the privately owned vehicle and the smartphone, their inhabitants, as a rule, are better informed on an opportunity to help, thus the city authorities and a thicket see in it sense. Such distortions in data lead to the fact that roads are repaired better in rich areas. And it, in turn, arouses public mistrust to similar initiatives.

The Ministry of Finance of Germany applies decisions of SAS to increase in level of effective management of budgets of all levels, customs of South Korea and India – to identification of illegal export and import. The pension department of Great Britain on the basis of analytics finds citizens who illegally receive various social privileges and benefits, and also carries out economic modeling and justification of pension reform. The service of state revenues of the USA uses analytics for the analysis of information on tax payment, identifications of fraud regarding declaring of the income by taxpayers, and the Department of internal security of Singapore by means of analytics built system of identification of potential criminal or illegal actions which influence internal security of the country.

The municipality of Madrid together with IBM realizes the project on improvement of comfort of accommodation. The budget of the project makes 14.7 million Euros. In the project will use the methodology of big data which will allow municipality to operate and pay each contract organization based on real data of the rendered services and the performed works, in the field of the maintenance of city infrastructure (roads, lighting, gardening, cleaning, etc.) used. It is supposed to trace load of the movement for 1.7 million cars, work of 250 thousand masts of lighting, leaving for 287 thousand as trees, etc. For gradation of changes more than 300 key indicators of efficiency will be used. In addition, inhabitants will be able to interact with municipality by means of mobile devices.

Also big data can be implemented in Ukraine. Considering today's realities and focus of the new authority on the European standards and values, Ukrainian government institutions are on the threshold of use of profound analytics by an example of the Western countries. The enterprises of a public sector in Ukraine saved up huge volumes of information. Its processing will help public institutions to obtain the most valuable information on citizens, effectively predict development macro- and microeconomic situations. For this purpose modern tools of the business analysis, including text analytics and the visual analysis of big data are used around the world.

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MODERN TOOLS FOR CREATING WEB APPLICATIONS

The influence of the global computer network Internet on the modern world does not have historical analogues. Its present day is the beginning of an era of electronic penetration into all spheres of human life, it is something more than just a marketing

campaign, it is the basis of a new philosophy and a new business strategy.

It is quite logical to assume that from the point of view of advertising products or services the Internet is the most significant resource. Most modern people use the Internet as the most accessible source of information. Web-technology completely turned over the idea of working with information, and with the computer in general. It turned out that the traditional parameters of the development of computers – productivity, throughput, storage capacity – did not take into account the main "bottleneck" of the system – the interface with the person. The outdated mechanism of human interaction with the information system hampered the introduction of new technologies and reduced the benefits from their use. And only when the interface between a person and a computer was simplified to the naturalness of perception by an ordinary person, followed an unprecedented explosion of interest in the possibilities of computer technology. The creation of Web sites is one of the most important technologies for developing Internet resources. A good website, absorbing all the useful information, is the best business card of both a commercial firm and an educational institution, working for them at any time of the day. After analyzing several sites that provide information support to small businesses for compliance with their goals, psycho-physiological requirements and information, as well as the correctness of the choice of development tools, we can distinguish the following characteristic shortcomings: The site does not meet psychophysiological requirements, which leads to increased fatigue or distraction of attention; Enthusiasm for animation, graphic images and video fragments that do not carry a semantic load, automatically leads to a decrease in the number of potential visitors to the website, as it increases the bandwidth requirements of the Internet connection and the amount of traffic; Redundancy or lack of information provided;

Incorrect choice of development tools, which entails an unreasonable increase in the cost of the finished product. Thus, the definition of the functionality of tools and languages for the development of the site, as well as the psychophysiological requirements imposed on the textual and graphical information presented on the screen of the monitor seems to be an urgent task.

In addition, now that the number of online users is estimated at more than 500 million people (and this number is growing at about 7% per month), we have to look for ways to use new technologies that could help attract and retain the attention of users traveling over the vast expanses of the Web. The subject of research is web-technology. Object – environments and languages for developing web applications. The purpose of the work is to consider the possibilities of practical use of languages and tools for developing web-applications.

To achieve this goal, it is necessary to solve a number of tasks: consider the basic concepts and psychophysical requirements for web-applications; cite different classifications of web applications used in business; determine the scope of programming languages for developing web-applications; analyze the functionality of the environment for creating web-applications. Approach to the task of creating your own "Internet representation" is responsible. The site should be easy to use – the pages should be loaded as quickly as possible, and the resource itself must have a logical and understandable structure. Only in this case can you expect that the visitor will be interested in the information provided and stay on the site.

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