

The main problems in employment in Ukraine are:

1. There is no clearly defined state policy in choosing the directions of spending collected funds in employment funds.

2. Demographic problem.

3. The transition of specialists to the sphere of informal employment, the shadow economy, migration abroad.

4. Deterioration of the quality characteristics of workplaces, insufficient introduction of new jobs, especially for qualified personnel, which increases the volume and level of unemployment, reduces labor productivity and the competitiveness of production.

5. The mismatch between demand and supply of labor.

In my opinion, in order to solve the problem of the unemployed person, the following is required:

- the revival of the economic situation and investment activity in the country, creation of conditions for a dynamic movement of capital, development of measures for the development of the system of workplaces and increasing the need of enterprises and organizations for the workforces;

- improvement of payment system, expansion of opportunities for population to receive additional incomes (dividends from securities, interest on deposits, etc.), development of social benefits system, subsidies and benefits reducing the labor demand of individual socio-demographic groups, especially women, studying young people and retired people.

Unemployment is a serious problem for the country's population. As it was said above, unemployment arises when the labor supply is above its demand. To overcome unemployment in the country, and especially in the country with a transition economy, it is necessary to create (on the part of the state) the necessary conditions for attracting workers to be engaged in the sphere of national economy, providing jobs in troubled regions of the country, campaigning entrepreneurs to create jobs. It should also be noted that the state needs to create jobs through public works (road construction, bridge repairs).

Thus, we can conclude that the problem of unemployment in Ukraine is relevant and for its solution it is necessary to create conditions for the growth of economic activity of enterprises and to create such information policy in the country that could motivate applicants to work at domestic enterprises.

The policy of state regulation of employment in Ukraine should ensure a minimum level of unemployment.

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BIG DATA FOR REGIONAL AND STATE MANAGEMENT

Thanks to big data technologies, in particular solutions of the class High Performance Analytics, the profound analytics becomes more and more demanded in a public sector. It

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