

WELL-KNOWN METHODS OF ANALYSIS TO INCREASE THE EFFECTIVENESS OF IMPLEMENTING COTTAGE PLOTS

R.Martynenko, O.Khoshaba
pzmag2022@gmail.com

Vinnitsia National Technical University

Abstract. The work describes well-known analysis methods to increase the effectiveness of implementing cottage plots. It comprehensively covers the relevance and necessity of using analysis methods for buyers and customers. The most common methods of choosing cottage plots are shown, and their advantages and disadvantages are considered. Recommendations on the choice of specific methods are provided.

The goal of the work. The work requires:

- to describe the known methods of analyzing the construction of cottage plots to increase the efficiency of their implementation;
- show the relevance and necessity of using analysis methods for both buyers and customers;
- determine the most common methods of choosing cottage plots and consider their advantages and disadvantages;
- to provide recommendations on the choice of specific methods of realization of cottage plots.

Introduction. Using cottage site selection techniques is vital for buyers and developers as it affects decisions with long-term financial, social, and environmental consequences. Modern methods of selecting cottage plots allow buyers to systematically compare options based on quantitative and qualitative criteria, ensuring they choose the best option that meets their needs and budget. This provides a deeper understanding of the strengths and weaknesses of each site, helping to avoid potential problems in the future. At the same time, the selection process is simplified and accelerated, minimizing the effort and time spent searching and evaluating alternatives.

Using innovative methods to present plots can increase the offer's attractiveness and differentiate them in the market for developers and sellers. Effective selection methods allow you to better respond to specific requests and needs of buyers, increasing the chances of a successful sale. Analysis of demand and buyer preferences helps to set optimal prices for plots, maximizing profits and increasing sales volumes.

Thus, reasonable methods of choosing cottage plots are essential in ensuring profitable, responsible, and effective decisions that consider all interested parties' interests.

Main part. To analyze and determine the point evaluations of the selection of cottage plots to increase the efficiency of their implementation based on an anonymous questionnaire survey of respondents who have already bought a plot, the method of

analysis of hierarchies (AOE), or the process of multi-criteria decision-making (MCPR) can be used. Both methods allow quantitative and qualitative data processing, making them ideal for solving similar problems (Fig. 1.).

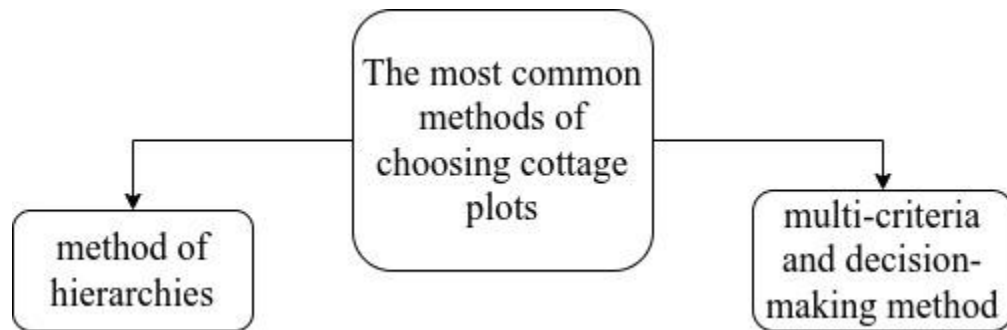


Figure 1. The most common methods of choosing cottage plots.

Let's take a closer look at the advantages and disadvantages of the most common methods of choosing cottage plots based on a questionnaire survey of respondents. Analysis Hierarchies (AHI), developed by Thomas Saati in the 1970s, allows for solving complex multicriteria problems by breaking them down into smaller, more understandable components, creating hierarchies, and then determining the weights of each criterion through pairwise comparisons. Using this method, criteria and alternatives can be identified, where the first step is to identify the evaluation criteria (e.g., accessibility, access time, habitability, etc.) and possible alternatives (different cottage sites). Criteria and alternatives are evaluated so that respondents assess the importance of each criterion compared to others and choose the best alternative for each criterion.

Determination of weighting factors and priorities allows one to calculate weighting factors for each criterion based on the obtained estimates and determine the priorities of alternatives. Aggregation of ratings allows one to decide on the overall rating of each alternative, which is calculated by summing the weighted ratings for all criteria. The advantages of AOE include the following factors: Structured AOE helps systematize and structure the decision-making problem by breaking it down into simpler components for analysis. The method is flexible, and it can be applied to a wide range of issues, from personal solutions to complex corporate and technical tasks.

The disadvantages of the AOE method include the subjectivity of assessments in cases where pairwise comparisons can be subjective, which leads to the risk of biased evaluations and results.

Conclusions. The work describes well-known methods of analyzing the construction of cottage plots to increase the efficiency of their implementation. The relevance and necessity of using analysis methods for buyers and customers is shown. The most common methods of choosing cottage plots are described, and their advantages and disadvantages are considered. Recommendations are provided regarding the choice of specific methods of realization of cottage plots.