*УДК: 330.42(045), 51-77(045)*

*MSC: 62H30; 62P20; 91B42*

*DOI:* ***10.35330/****1991-6639-2020-4-96-78-88*

**MODELING AND RESTORATION OF CUSTOMER PREFERENCES**

**BETWEEN TWO ALTERNATIVE PRODUCTS**

**USING THE CAPACITY METHOD OF RARE EVENTS**

**ANALYSIS IN THE ECONOMY**

**(Part 2)**

**Yu.A. KORABLEV**

Financial University under the Government of the Russian Federation (Finuniversity)

125993, Russia, Moscow, Leningradsky prospect, 49

## Email: academy@fa.ru

*The article proposes an approach for classifying the consumer's stock completion events from the purchases data of two alternative goods if purchases occur when any of the goods is out of stock. Such event recognition is necessary to further restoration of the dynamics of changes in consumer preferences between the two products, which is carried out using the capacity method of rare events analysis. To determine whether the purchase has occurred due to the completion of the stock or not, observation of the average rate of products consumption helps.* *This article describes to what attention should be paid in the process of this recognition.*

**Keywords:** rare events, capacitive method, consumption rate, recovery, preference, alternative products, recognition, classification.

**REFERENCES**

1. Korablev Yu.A. *Modelirovaniye i vosstanovleniye predpochteniy pokupateley mezhdu dvumya al'ternativnymi tovarami s pomoshch'yu yemkostnogo metoda analiza redkikh sobytiy v ekonomike (chast' 1)* [Modeling and restoration of customer preferences between two alternative products using the capacitive method of analysis of rare events in the economy (part 1)] // News of the Kabardino-Balkarian Scientific Center of the Russian Academy of Sciences. Nalchik: Bulletin of the KBSC RAS. 2020. No. 3 (95). Pp. 74-91.

2. Korablev Yu.A. *Yemkostnyy metod opredeleniya funktsii skorosti potrebleniya //* Ekonomika i menedzhment sistem upravleniya [Capacitive method for determining the consumption rate function. "Economics and management systems management"]. Voronezh: Scientific Book Publishing House. 2015. No.15 (1.1). Рp. 140-150.

3. Korablev Yu.A. *Metod vosstanovleniya funktsii po integralam dlya analiza i prognozirovaniya redkikh sobytiy v ekonomike* [A method of recovering a function by integrals for analysis and forecasting of rare events in the economy] // Economics and Mathematical Methods. 2020. No. 3 (in press).

**Information about the author:**

**Korablev Yuri Alexandrovich**, Ph.D., Associate Professor, Financial University under the Government of the Russian Federation (Finuniversity), Department of System Analysis in Economics.

125993, Moscow, Leningradsky prospect, 49.

Ph. 8-916-882-72-43.

Email: yura-korablyov@yandex.ru