

**STATISTICAL MARKET RESEARCH METHODS**

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**Market**

This is the place where all business transactions are carried out in the modern economic system. High commercial risks, regulation of market processes at different levels of management, etc. - all this requires the organization of permanent and deep statistical market mechanism research. Statistics allows you to reflect the state of the market, characterize its structure and dynamics, evaluate its fluctuations, identify the complex market factors and build forecasts of its further development. The objectives of statistical market research are to determine the balance of commodity and money supply, the study of supply and demand and their relationship, the characteristics of pricing, management of the range and quality of goods and services, analysis of resources and their use, calculation of the effectiveness of the sales program and promotion program, identification and analysis of socio-economic results and the effectiveness of the functioning of markets. The market analysis process consists of studying the following questions:

1. Product and its ability to satisfy existing and prospective needs of consumers;
2. Market, its geographical location, segmentation, structure, development trend, etc.;
3. Consumers, both existing and potential, their segmentation, needs, degree of satisfaction needs, the influence of certain factors on them;
4. Competitors, their composition, methods and results of their activities

**Based on the analysis of the market, its conjuncture is characterized, i.e.:**

1. Dynamics of production volumes, structures, use production capacities, portfolio of orders;
2. Demand and consumption of individual consumer groups;
3. Product, its sales, competitiveness of the product;
4. International trade;
5. Prices, their level, dynamics, pricing policy.

In statistical market research, the use of absolute and relative indicators is of great importance. An important role is played by the grouping method used for market segmentation and the allocation of homogeneous groups of enterprises. One of the most common methods of analysis in market statistics is the construction of 60 various indexes. To identify trends, time series are built, seasonal market fluctuations are studied and a trend is revealed.

The main indicators of market conditions are:

1. The scale of the market - its capacity, the volume of transactions for the purchase and sale goods (commodity turnover), the number of enterprises of various types, on the market;
2. The degree of market balance - the ratio of demand and suggestions;
3. Market dynamics (changes in the main parameters of the market, their vectors, speed and intensity, main trends);
4. Degree of business activity;
5. Level of market risk (assessment of the probability of losses on the market);
6. The level of stability of the main market parameters in dynamics and space - indicators of variation;
7. Strength and scope of competition (number of competitors, their activity);
8. Market cyclicity, i.e. market position at a certain point (stages of the economic or seasonal cycle);
9. Average rate of return (the sum of gross and net profit and profit margins).

The variety of methods used for market assessment indicators, on the one hand, complicates the analysis process, and on the other hand, gives flexibility in choosing. However, many aspects of the market cannot be accurately assessed using existing indicators.

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