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THE ROLE OF ARTIFICIAL INTELLIGENCE AND DATA ANALYTICS IN FORECASTING AND SUPPORTING CHANGES IN THE IT SPHERE

The study is aimed at determining the role of artificial intelligence and data analytics in two key management tasks of IT companies: forecasting future changes and supporting (supporting) transformation processes in conditions of high market turbulence. An analytical review of scientific sources, a comparative analysis of Ukrainian and international practices of implementing artificial intelligence, a generalization of statistical data on the use of artificial intelligence tools in the IT sector of Ukraine, as well as a structural-logical method for drawing conclusions about management approaches were applied. It was established that the integration of artificial intelligence into predictive models allows for increasing the accuracy of assessing future market changes, demand, technological trends and personnel needs, which provides IT companies with the opportunity to form adaptive development strategies. It is shown that artificial intelligence and data analytics provide support for changes through process automation, real-time monitoring of indicators, prompt adjustment of decisions and reduction of operating costs. It was recorded that 85% of Ukrainian IT specialists already use artificial intelligence tools in their work, which indicates a high level of readiness of the industry for large-scale implementation of predictive and analytical systems. It was determined that the key prerequisite for the effectiveness of artificial intelligence management is the presence of a digital culture, personnel competence and a built data infrastructure, while the main risk remains the gap between technological capabilities and management skills. The research materials will be useful for IT company managers, digital transformation specialists, data analysts and developers of management solutions who implement artificial intelligence tools to increase the effectiveness of forecasting and supporting changes in organizations.

Keywords: algorithmic systems, scenario modeling, enterprise management, adaptive strategies, digital platforms, process automation, operational analytics.