## Annotation

In this diploma project are considered methods of probabilistic topic modeling for analysis and processing of user traffic on the network. Probabilistic topic modeling of text collections has been recently developed mostly within the framework of Bayesian approach. This article presents an alternative semi-probabilistic approach – Additive Regularization of Topic Models (ARTM) for analyzing user traffic on the network, based on maximizing the weighted sum of the likelihood logarithm and additional criteria - regularizers.

Also, calculated operating costs and capital investments for feasibility study, considered issues related to labor protection.