

Yashil

IQTISODIYOT

va

TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

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No 8

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- 08.00.17 Turizm va mehmonxona faoliyati

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WAYS TO INCREASE SALES EFFICIENCY

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Tax inspector of Karshi city, Kashkadarya region.

Abstract: Increasing the efficiency of trade enterprises in the rapid development of the economy of our republic is important. In this article, trade enterprises as opportunities to increase sales efficiency pricing policy and methods of correct allocation of advertising costs are scientifically based using the method of least squares.

Key words: Econometric model, advertising, price, descriptive statistics, median, normal distribution, correlation, regression, Jarque-Bera, multicollinearity.

Annotatsiya: Mamlakatimiz iqtisodiyotini jadal sur'atlarda rivojlantirishda savdo korxonalari samaradorligini oshirish muhim ahamiyat kasb etadi. Mazkur maqolada savdo korxonalari samaradorligini oshirishning imkoniyatlari sifatida narx siyosati hamda reklamaga ajratiladigan xarajatlarni to'g'ri tashkil etish eng kichik kvadratlar usulidan foydalangan holda STATA 17 dasturi yordamida ilmiy tahlil qilingan.

Kalit so'zlar: ekonometrik model, reklama, narx, tavsifiy statistika, median, normal taqsimot, korrelyatsiya, regressiya, Jarque-Bera testi, multikollinearlik.

Аннотация: Повышение эффективности торговых предприятий в условиях стремительного развития экономики нашей республики имеет важное значение. В данной статье на торговых предприятиях научно обоснованы возможности повышения эффективности продаж, ценовая политика и методы правильного распределения затрат на рекламу с использованием метода наименьших квадратов.

Ключевые слова: Эконометрическая модель, реклама, цена, описательная статистика, медиана, нормальное распределение, корреляция, регрессия, Жарка-Бера, мультиколлинеарность.

INTRODUCTION

Effective organization of trade enterprises and their management activities is important for the development of our republic, occupying a significant place in the service sector. In this regard, according to the "Uzbekistan-2030" strategy approved by the President of the Republic of Uzbekistan Sh.M.Mirziyoyev, "Rapid development of the service sector in the regions", especially "establishment of trade facilities in medium and large urban centers." Construction of commercial facilities in "New Uzbekistan" massifs and along international highways. The task of turning markets into modern, convenient, and meeting all security requirements by attracting leading project organizations is set.

LITERATURE REVIEW

Achieving the efficiency of management in various enterprises and organizations of the economy is of great importance, especially the issue of the efficiency of management of enterprises in the trade sector, which differ in their own historical and economic development aspects, has been studied by a number of scientists and experts in the field, and they have expressed their opinions and opinions. stated. In this regard, F. Kotler, A. M. Friedman, one of the world's leading scientists, separately expressed their opinions and views. Also, among the scientists of our republic, B.A. Abdukarimov, M.Q.Pardayev, I.Ivatov, K.J.Mirzayev and others expressed their scientific opinions separately.



METHODOLOGY

In the presentation of this article, a number of methods and methods of scientific knowledge were used, among which methods such as analysis and synthesis, method of least squares, systematic analysis, logical approach helped to reveal the scientific nature of the work.

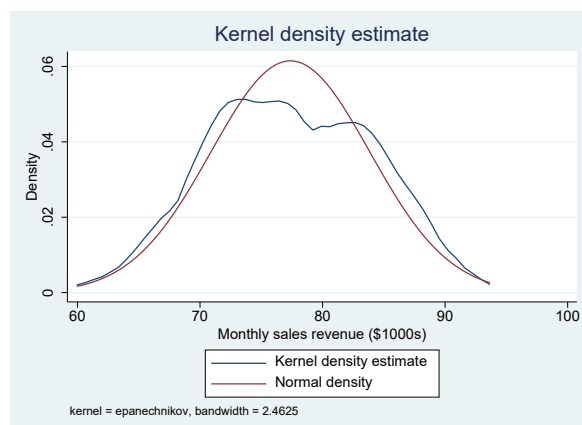
ANALYSIS AND RESULTS

We have selected the following factors to obtain effective results for the study. The resulting factor is the volume of sales, \$ 1000 dollars (Y). Influencing factors - price, index (X_1), costs allocated to advertising, \$ 10 00 dollars (X_2). Therefore, we conduct descriptive statistics on the collected data (Table 1).

Table 1. Descriptive statistics calculated for sales stores.

	Y	X_1	X_2
Mean	77.37467	5.6872	1.844
Median	76.5	5.69	1.8
Maximum	91.2	6.49	3.1
Minimum	62.4	4.83	0.5
Std. Dev.	6.488537	0.518432	0.8316769
Skewness	-0.106308	0.0618457	0.0370873
Kurtosis	2.255328	1.667162	1.70489
Jarque-Bera	0.4201	0.0608	0.0721
Probability			
Sum			
Sum Sq. Dev.			
Observations	75	75	75

Average, median, maximum and minimum values of each factor can be seen from the data in Table 1. In addition, the values of the standard deviation of each factor are presented. Skewness is a coefficient of asymmetry, if it is equal to zero, it means that the distribution is normal and the distribution is symmetrical. If this coefficient is significantly different from 0, then the distribution is asymmetric (that is, not symmetrical). If the coefficient of asymmetry is greater than 0, that is, positive, then the normal distribution graph for the studied factor is shifted to the right. If it is less than 0, i.e. negative, the normal distribution graph for the studied factor is shifted to the left. Graphs of normal distribution functions of all factors are presented in Figure 1 below.



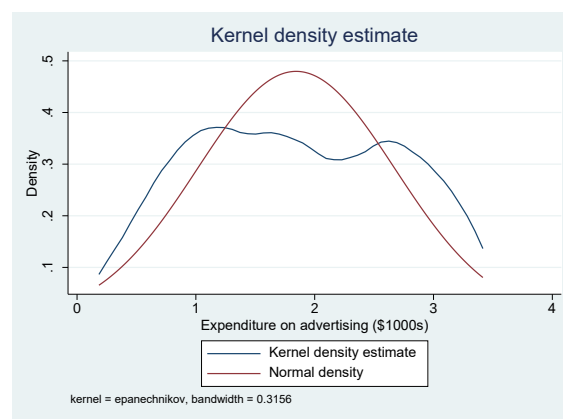
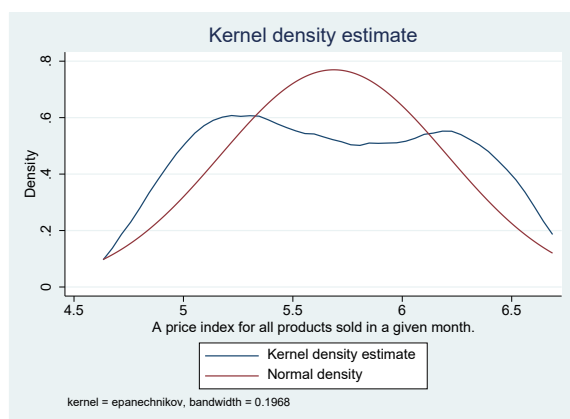


Figure 1. Graphs of normal distribution functions of factors.

As can be seen from Figure 1 that both factors included in the multifactor econometric model obey the normal distribution law. Since the asymmetry coefficients of the factors have a positive value, the “right tail” in their graphs is longer than the “left tail”, and it can be seen that the graph of the distribution function is shifted to the left.

These trends mainly reflect the changes in sales volume at different locations during the period under study. In some stores, some factors had a sharp increase, while in others there were no significant changes. In general, all the studied factors obey the law of normal distribution.

In order to select the factors for the multi-factor econometric model based on the factors influencing the volume of sales, it is necessary to conduct a correlation analysis between the factors. For this, special and pair correlation coefficients are calculated between the factors. We conducted a series of correlational and regression analysis calculations on the volume of sales in the observed stores listed above. We conducted a series of tests based on the obtained results. Factors that do not respond to the conducted tests were not included in the multifactor econometric model. The matrix of correlation coefficients, which determines the density of connections between factors, is presented in the following table (Table 2)

Table 2. Pairwise correlation coefficients between factors.

	sales	price	advert
sales	1.0000		
price	-0.6255	1.0000	
advert	0.2221	0.0264	1.0000

As can be seen from this table 2 that the private correlation coefficients show that there are different relationships between the outcome factor - “sales volume” ($\ln Y$) and the influencing factors ($\ln X_i$)

Therefore, the density of association between sales volume ($\ln Y$) and prices at \$1000 ($\ln X_1$) is - 0.6255. This shows that there is a significant relationship between the studied factors. Also, there is a loose relationship between sales volume ($\ln Y$) and advertising expenses ($\ln X_2$), that is, the value of the private correlation coefficient between them is equal to 0.2221.

One of the ways to check the absence of multicollinearity between the influencing factors is to calculate the coefficients of VIF (Variance Inflation Factors - effect of multicollinearity). The estimated VIF coefficients for each factor are presented in Table 3 below.

Table 3. Measuring the effect of multicollinearity between influencing factors.

Variable	VIF	1/VIF
advert	1.00	0.999305
price	1.00	0.999305
Mean VIF	1.00	



If there is multicollinearity between influencing factors, then Centered VIF > 10. Table 3 shows that the VIF coefficients of all influencing factors are less than 10. Therefore, the correlation analysis between these factors shows that there is no multicollinearity between the influencing factors.

We consider their dot graphs to determine the relationship of each factor with the resulting indicator (ln Y) (Figure 2).

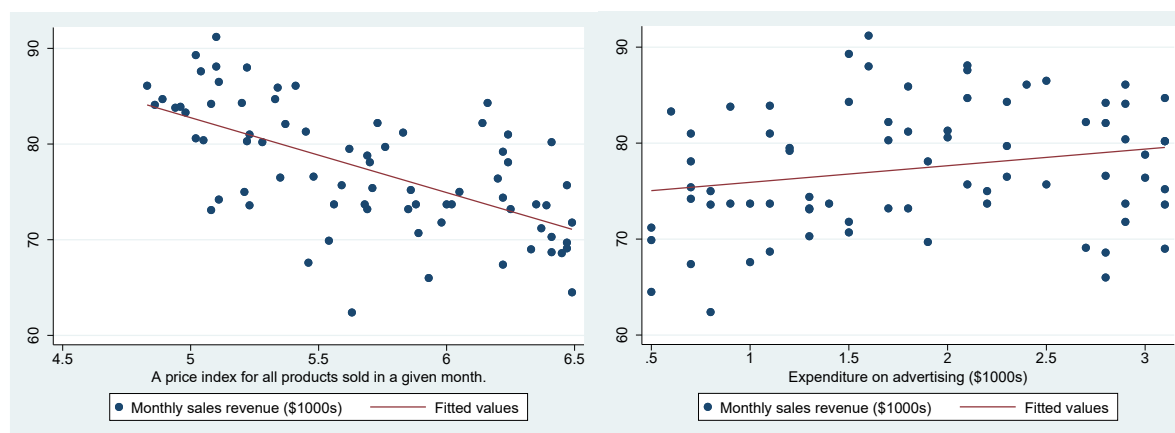


Figure 2. The volume of sales (lnY) and the factors affecting it.

Therefore, if we conclude about the factors included in the multifactor econometric model, the private correlation coefficients show the presence of reliable and dense relationships and the absence of multicollinearity between the influencing factors. Thus, taking into account the absence of multicollinearity between factors and the absence of heteroscedasticity among the resulting factors, we will create a multifactor econometric model for sales volume (Y) and factors affecting it (ln X_i). This multifactor econometric model looks like this:

$$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_n x_n + \varepsilon, \quad (1)$$

here:

y - the resulting factor, x_i - influencing factors, ε - random error.

unknown $\beta_0, \beta_1, \beta_2, \dots, \beta_n$ in the multifactor econometric model (1) we used the "least squares method" to determine the values of the parameters. The results are presented in Table 5 below.

Table 4. The volume of sales and factors affecting it*

Variable	Coefficient	Std. Error	t-Statistic	Prob.
X ₁	-7.907854	1.09 5993	-7.22	0.00 0
X ₂	1.862584	.6831955	2.73	0.008
C	118.9136	6.351638	18.72	0.000
R-squared	0.4483	There is a mean dependent		6.386942
Adjusted R-squared	0.4329	SD dependent		0.990516
SE of regression	1396.53893	Akaike info criterion		0.530768
Sum squared resid	1718.94924	Schwarz criterion		0.748056
Loglikelihood	1.550010	Hannan-Quinn criterion.		0.486105
F-statistic	29.25	Durbin-Watson stat		2.026809
Prob (F-statistic)	0.0000			

Table 5 above from the data using, sale by volume (Y). Calculated many factorial econometric the model analytical apparently as follows we express:

$$\hat{Y} = 118,9136 - 7.907854 X_1 + 1.862584 X_2 \quad (2)$$

Calculated many factorial econometric model that's it shows that prices (X₁) are average one to unity increase, sale volume (Y) average -7,9078 to unity decrease it is To advertising spent expenses index (X₂) is average one to unity increase, sale volume (Y) is 1.8625 on average to unity will increase.

RESULTS SECTION

According to made up many factorial econometric quality of model (2). check for determination coefficient we will check. The coefficient of determination shows how many percent of the resulting factor is made up of the

factors included in the model. The calculated coefficient of determination (R^2 - (Table 5)) is equal to 0.4483. This shows that 44.83 % of the sales volume (Y) is made up of the factors included in the multi-factor econometric model (2). The remaining 55.17 percent (100.0-44.83) show that it is the influence of factors that have not been taken into account.

F -criterion to check the statistical significance of the multifactor econometric model (2) based on sales volume (Y) or its adequacy to the studied process. Fisher's calculated F -criterion value is compared with its table value. If $F_{\text{calculation}} > F_{\text{table}}$, then the multifactor econometric model (2) is said to be statistically significant, and it can be used to forecast the resulting indicator - sales volume (Y) for future periods.

Now, we find the table value of F -criterion to test the statistical significance of the multifactor econometric model (2) structured by sales volume. The degrees of freedom for this are $k_1 = m$ and $k_2 = n - m - 1$ and α we calculate the values according to the level of significance. The level of significance is $\alpha = 0.05$ degree of freedom $k_1 = 2$ and $k_2 = 75 - 2 - 1 = 72$. Based on that, the table value of F -criterion is $F_{\text{table}} = 3.1$ is equal to Based on the fact that the calculated value of the F -criterion is equal to $F_{\text{calculation}} = 29.25$ and the table value is equal to $F_{\text{table}} = 3.1$, and since the condition $F_{\text{calculation}} > F_{\text{table}}$ is fulfilled, the multifactor econometric model (2) can be called statistically significant, and trade from it size (Y) can be used in forecasting for future periods.

t -test is used to check the reliability of the calculated parameters of the multifactor econometric model (2) based on the volume of trade (Y). Comparing the calculated ($t_{\text{calculation}}$) and table (t_{table}) values of the Student t -criterion, N_0 we accept or reject the hypothesis. For this, we find the tabular value of the t -criterion based on the conditions of the selected reliability probability (α) and degree of freedom ($df = n - m - 1$). Here n is the number of observations, m is the number of factors. When the reliability probability $\alpha = 0.05$ and the degree of freedom $df = 75 - 2 - 1 = 72$, the t -test table value $t_{\text{table}} = 1.99$.

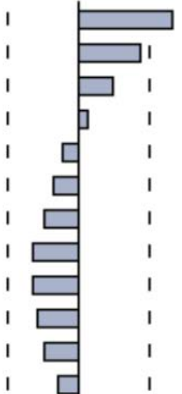
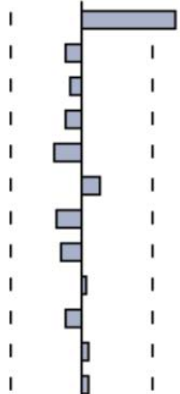
Many factorial econometric model make up according to take went account - from the books that's it to see maybe free too much besides, many factorial econometric to the model included all factors according to t is the criterion calculated values $\alpha = 0.05$ (X_1 and X_2) and $\alpha = 0.1$ (X_3 and X_4) in accuracy table from the value big that to see possible (Table 5). This while all factors reliable that means and this to factors many factorial econometric in the model participation to reach possibility gives.

Sale volume according to made up many factorial econometric according to model (2). consequential in the residuals of the factor (Y). Autocorrelation existence check for From the Darbin - Watson (DW) criterion we use Calculated DW value in the table DW_L and DW_U with is compared. If $DW_{\text{account}} < DW_L$ from small if it is consequential factor in the remains autocorrelation there is is called $DW_{\text{account}} > DW_U$ from big if it is consequential factor in the remains autocorrelation there is it's not is called Darbin Watson of the criterion bottom limit value $DW_L = 1.57$ to equal to and high limit value $DW_U = 1.68$ ha equal to $DW_{\text{calculation}} = 2.0268$ to equal to So, $DW_{\text{account}} > DW_U$ what happened for consequential factor (sales volume (Y)) in residuals autocorrelation there is not.

Effective factor in the remains of autocorrelation there is that it is not too above cited (2) many p factorial econometric from the model in the forecast use possible shows Table 5 below factors between autocorrelation and private autocorrelation to determine according to account - books given.

Table 5. Identify autocorrelation and specific autocorrelation between factors.

Date: 05/31/23 Time: 00:13
Sample: 2010 2022
Included observations: 13

Autocorrelation	Partial Correlation	AC	PAC	Q-Stat	Prob	
		1	0.736	0.736	8.8112	0.003
		2	0.483	-0.129	12.946	0.002
		3	0.265	-0.091	14.317	0.003
		4	0.072	-0.116	14.431	0.006
		5	-0.138	-0.219	14.892	0.011
		6	-0.191	0.133	15.908	0.014
		7	-0.265	-0.191	18.197	0.011
		8	-0.353	-0.172	23.047	0.003
		9	-0.356	0.028	29.223	0.001
		10	-0.327	-0.118	36.158	0.000
		11	-0.271	0.048	43.338	0.000
		12	-0.156	0.053	48.105	0.000

*

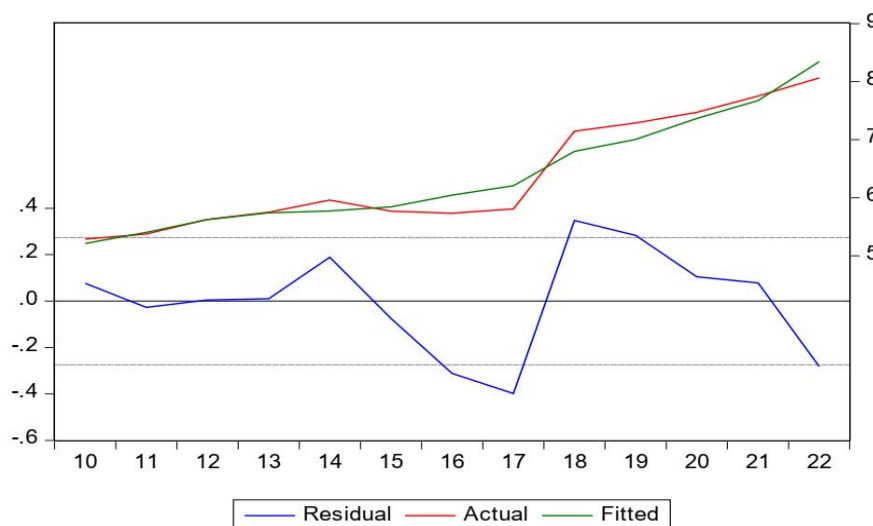


Figure 3. The Actual, calculated (Fitted) values of the sales volume and the differences between them (Residual).

And private autocorrelation test between the factors also corresponded to the high obtained results. That is, there is no autocorrelation in the studied time series. Because, from all the observations, it can be seen that all the residuals have probability values less than 0.05. In addition, the values of autocorrelation (AS) and specific autocorrelation coefficients (RAS) have a decreasing order. The actual (Actual), calculated (Fitted) values of the multifactor econometric model calculated by the sales volume (2) and the differences between them (Residual) are presented in Figure 3 below.

As can be seen from Figure 3 that the graph of calculated values of the sales volume according to the calculated (2) multifactor econometric model is very close to the graph of its actual values, and the differences between them are not too big. This is another proof that the calculated multifactor econometric model (2) can be used in forecasting the volume of sales for future periods.

CONCLUSION

E (Mean absolute percent error) coefficient is considered when forecasting the result indicator for future periods from the multifactor econometric model calculated by the sales volume (2). If the value of the calculated MARE coefficient is less than 15.0 percent, the model can be used to predict the resulting factor, otherwise it cannot be used. The value of the MARE coefficient for the investigated sales volume (Y) is 0.2263 percent (Figure 4).

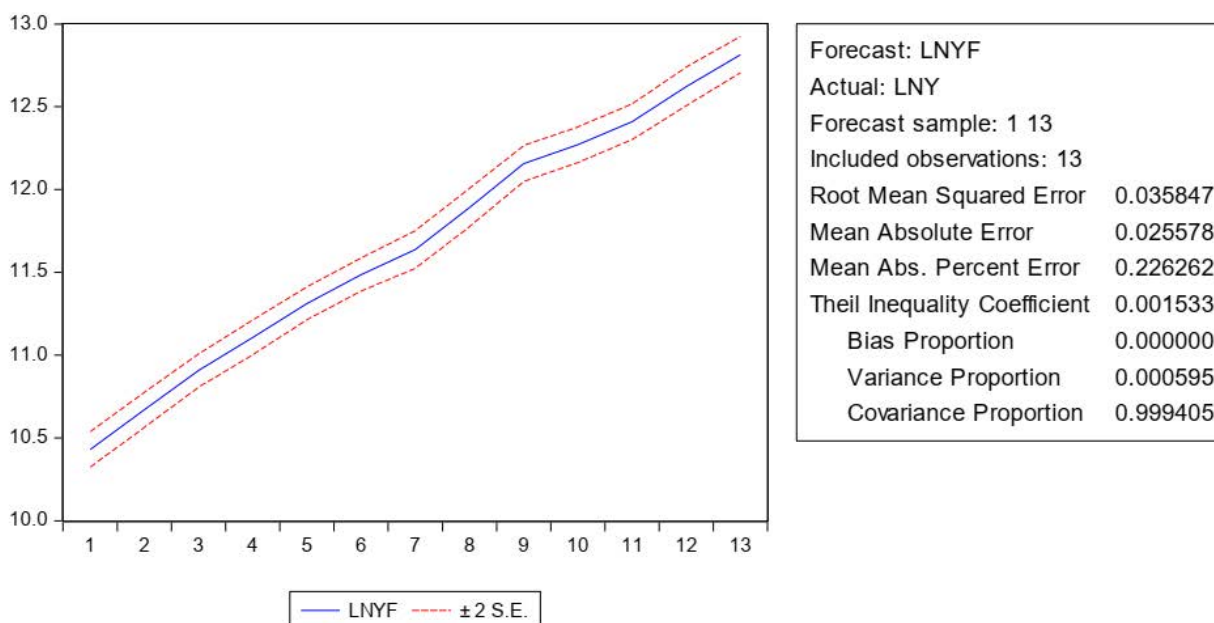


Figure 4. Indicators of using the calculated model in forecasting.



This is less than 15.0 percent (MAPE=0.2263), that is, it is 0.22 percent. Therefore, it can be concluded that (2) multifactor econometric model can be used in forecasting sales volume.

Thus, the multi-factor econometric model (2) based on the volume of sales and the factors affecting it was checked using a number of criteria and it was found that it can be used to forecast the factors in future periods. That's why we use this (2) multi - factor econometric model to forecast the sales volume for future periods.

We first create trend models for each influencing factor. A trend model is a time-dependent function of an influencing factor, and it generally has the following form:

$$X_i = \beta_0 + \beta_1 t + \varepsilon \quad (3)$$

We create a trend model for prices (X_1). The trend model looks like this:

$$\hat{X}_1 = 2.6523 + 0.1921 \cdot t \quad (4)$$

$$R^2 = 0.8811, F_{\text{calculation}} = 81,499, t_{\text{account}} = 9.0277$$

The trend model for advertising expenditure index (X_2) looks like this:

$$\hat{X}_2 = 4,8476 + 0.2228 \cdot t \quad (5)$$

$$R^2 = 0.9476, F_{\text{account}} = 198,887, t_{\text{account}} = 14,1027$$

The analysis of the trend models created between the influencing factors (X_i) and the time factor (t) shows that the statistical significance and reliability of all calculated coefficients in the trend models (4) - (7) were determined.

Thus, we calculate the values of the trend models (4) - (7) in the forecast period and put their calculated values into the multifactor econometric model (2), first calculate the forecast values of the influencing factors, and then the forecast values of the resulting factor. We exponentiate the predicted values to free them from the logarithm. As a result, we have the values of the variables included in the multi-factor econometric model based on the sales volume during the forecast period (Table 6).

Table 6. Sales volume and factors affecting it for 2024-2029*

Years	Sales volume % 1000, Y	Price, \$1000, X_1	Advertising expenditure index, X_2
2024	3173	275	3600
2025	4213	277	3986
2026	4523	286	4236
2027	4897	297	4507
2028	5193	303	5632
2029	5705	320	7038

In addition, during the forecast period, the average sales volume is 555 per year. The price trend is observed during the forecast period. If the sales volume is 10,000 in 2024, we can observe that it will be 5,705 by 2029. Therefore, it is possible to observe the establishment of about 50 new specialized scientific councils of prices during the forecast period.

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