

Business Analysis Applied Methods

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Abstract: This article discusses the business analysis system. Analytical methods are widely used to help companies understand market conditions and competitors. Identifying the needs and characteristics of consumers by dividing the market into separate groups. PEST analysis is aimed at assessing the political, economic, social and technological factors of the external environment. Industry analysis is aimed at assessing the general state, level of development and prospects of a particular industry. Benchmarking analysis is a method of studying the experience of advanced enterprises and applying it in their activities. PIMS analysis is used to predict the financial results of strategic decisions. The article also discusses the identification of factors affecting the activities of enterprises.

Keywords: Business analysis, segmentation analysis, PEST analysis, competition analysis, strategic analysis of the external environment, Industry analysis, Benchmarking analysis, PIMS analysis, GAP analysis, Portfolio analysis, Value chain analysis, LOTS analysis.

Introduction: Business analysis of the present day, the modern economy has an important place holds. Businesses with their business development and competitiveness, strengthening for the environment of a deep analysis to make and this through the near future for on pragnozlar to give it a try I will. Analysis in the process of external and internal environment of the study through the company opportunities and threats identify, as well as, resources to effectively manage the capacity to have a will. In practice , while business analysis strategic, tactical and operational levels out carried. This essay business analysis applied methods and their significance considered are. Analysis of the methods that every one of the company's strategic planning process in any role that they play and how do success achieve help that will o'rganiladi.

Business analysis in first place in the external environment of the analysis to very important, because the enterprise external environment analysis making through it is that external effects analysis makes, foreign market competitors about information able to be and them among competitive and maintain stay to measures to see to help will. External environment strategic analysis to make, for example,

segmentatsiyasi analysis, the pes-analysis, and competitive analysis , such as methods, of the company, market conditions and the competition of proposition figure out to help will. Internal environment analysis - making while, the organization's own resources and internal processes evaluate to allow, that , while effective strategies that work to help will. Now the external environment analysis of a many methods review , we will.

Tahqir environment analysis of the most widely spread a session one of this Segmentatsiyasi. Segmentatsiyasi analysis of the external environment o'rga factors important methods, one is, the market of particular groups allocation through consumers needs and characteristics to determine the serve will. This analysis, using market demographic, geographic, social, and character traits ko'ra segment is. Segmentatsiyasi analysis to the enterprise of the targeted audience a clear set, product or service, adapt and marketing strategy for the effective work out of the opportunity it gives.

That's in addition to the analysis an important role earned the ways of another one, the pes analysis. PES-analysis of the external environment political,

economic, social and technological factors of the evaluation is directed to the method is. Political factors government policy, legislative and normative documents with gardenliq if, economic factors inflation rate, exchange rates, economic growth rates, such as indicators and their own into it takes. Social factors of the population living level, cultural values and demographic status to reflect was held. Technological factors while new technology the introduction be, and innovative development with gardenliq is. This analysis of the enterprise external environment o'zgarib to rise prior assess the opportunity to gives.

Industry analysis this is also tashqwi environment of the analysis of a part as it is regarded. Industry analysis of a particular network's overall condition, development level and the prospects evaluate aimed to. This analysis through the market signing'imi, demand and offer of the ratio, the industry's technological level and in the network of the main participants was to identify. Industry analysis of a directory which is in the network business, doing more effective than that in determining an important role to have.

Benchmarking analysis ilg'or enterprises from the experience to learn and it's your own business to apply is directed to the method is. This process of leading companies ko'of rsatkich with comparison by efficiency to increase opportunities will identify. Benchmarking enterprises competitive enhancing and management processes to improve the help you will.

This with along market strategy for the company's efficiency on the effect also study method there is. Seems bagel (Surplus Impact of market strategy) analysis market strategy on profit effect evaluate aimed to method is. This analysis, using market share, product quality, investment level and the benefits o'rtasi in relation is determined. Seems bagel-analysis of the strategic decisions of the financial results in advance, assess the opportunity to gives.

Environmental factors probability properties to determine methods. These methods external environment of uncertainty evaluation directed toe'become, probability level of determining by that the risks to reduce the serve will. Statistical data, scenario analysis and expert evaluation of this process in a wide methodology'is llab. As a result, the enterprise external environment risks and opportunities ready toe'lish the opportunity to have a will. In so doing, the external environment strategic analysis to business entities activity influence which factors to pre - identify and assess the opportunity to gives. External environment of the deep o'rganmasdan stand, internal opportunities for efficient use and sustainable development strategy, work out difficult it

is. The same reason why the external environment analysis of the next stage - the internal environment strategic analysis to make with closely gardenliq without out it will go.

Internal environment strategic analysis to make the enterprise of available resources, management system and internal capabilities to evaluate aimed to toe'become, external environment analysis of with in conjunction overall efficiency in ensuring an important role plays. Internal environment analysis through the enterprise of strong and weak sides of the determined and the available potential for effective use of the options set out.

Internal environmental analysis in business entities of life cycle analysis, an important role has. This method is the directory of the organization to find, o'sish, development, stabilize or decline stages, which is in the position that is determine to help will. Each is a stage o'a worthy specific management approach requirements radically reason, the life cycle of the correct assessment of strategic decisions, the effectiveness of boosts will go.

Internal environment analysis in a wide methodology'llab used method from another one 'Sanalysis is. This method planned results with in practice achieved ko'rsatkich the between difference to determine what help you will. GAP-analysis using enterprise goals to achieve to'sqinlik that make the factors identify, them eliminate to on certain measures set to take vas hug through them, eliminating the be can.

Next important methods one while, Portfolio analysis of the enterprise's products or activities, directions, their market share and profitability that is, how useful is the fact that on the basis of evaluate aimed to method is. This analysis resources which either'nalish to more spend on whether you should determine the opportunity it gives. As a result, enterprises perspective, that is, more profit - bearing products, attention focus, less effective either'of nalish shorten can.

Value chain analysis of the internal environment of the deep o'rga factors important methods one is. This analysis product or service, creating in the process of all the steps cover take, which process methodology'shimcha value that would create determined. Value chain analysis costs, optimize and efficiency increase to help will.

Internal environment strategic analysis in organizational culture o'rga use also an important role plays. Organizational culture employee conduct, team relationships and management style of reflection was held. Strong organizational culture of the enterprise

within a sustainable environment to create, in teams of working effect of the boosts it gives, and strategic goals achievement accelerates.

That is in addition to, 7 THE analysis of the internal environment completely evaluate the opportunity to gives. This method strategy, structure, systems, staff, skills, management style, and common values o'rtasi in the corresponding interaction to determine aimed. You all o'zaro each other, compatible to be, the enterprise activities effective as it is considered.

LOT-analysis, while the enterprise's long - term development opportunities in identifying methodology'is llab. This analysis of available resources and internal potential come out, the strategy is either a'nalish of the most much effect get keladigani the character to help will. LOT-analysis strategic planning process an important role earned is.

CONCLUSION

I say, of business analysis in external and internal environment to analyze to the enterprise, the activities of the'g'ri evaluation an important role plays. External environment analysis through the market condition, competition level, and environmental factors effects was to determine. Internal environment analysis, making the enterprise of available options, resources and management system to evaluate and help will. External and internal environment analysis together get to go to the directory to'g'ri strategic decisions that take it to and from their activities, effective planning for the possibility of returns. For the same reason, business analysis this method from o'rinli the use of enterprise development for the important significance has.

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