None of the computer components has reached a critical temperature, then it can be concluded that the selected cooling system is suitable for this configuration.

Conclusion. Because of the research, the following conclusion was made: modeling of airflows inside the computer system unit allows placing components optimally without making real measurements.

The simulation of airflows in the computer system unit housing allows determining the efficiency of cooling systems.

All the goals were achieved; the tasks of the work were completed.

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DEVELOPING A BUSINESS PERFORMANCE EVALUATION APPLICATION

Introduction. Business is an activity that is aimed at making a regular profit. In modern conditions of a market economy, it is one of the main occupations. It also ensures the economic and social development of society. Such activity covers different areas - commercial, production, consulting [1].

Evaluation of the enterprise effectiveness due to its complexity involves the use of private and generalizing indicators.

According to individual indicators, it is possible to determine:

– application efficiency of each of the company's resources;
– the sales results of each type of the company's products/services.

According to generalized indicators, we determine:

– the enterprise efficiency of all resources, products/services;
– the whole company performance.

The efficiency of a company is evaluated in several stages.

First we calculate and evaluate the overall profitability indicators, which reflect the effectiveness of the company production activities:

1) profitability of business — to inform about the share of net profit in sales revenue;
2) return on sales — to give an idea of the share of profit from sales in sales revenue;
3) profitability of products sold — to show the efficiency of product sales.

Then we calculate and evaluate the general indicators of profitability, reflecting the efficiency of the use of enterprise resources:

1) return on current assets — reflects the efficiency of the use of working capital organization;
2) profitability of non-current assets — reflects the efficiency of use of non-current assets of the enterprise;
3) return on equity — reflects the efficiency of the use of net worth by the organization;
4) return on invested capital — characterizes the return on the amount of monetary funds invested in the business;
5) return on borrowed capital — characterizes efficiency of the use of borrowed capital by the organization [2].

Main part. In this work, the main task was to develop a software product that provides an assessment of business performance and analysis of the results.

The integrated development environment Visual Studio 2019 was chosen to develop the software product. The high-level programming language C# was used to write the application code.

The principle of the application is quite simple: the user needs to fill in the initial parameters for further calculation of business performance indicators, and then click on the "Calculate" button. An example of business efficiency evaluation is shown in Figure 1.

In order to find out how exactly the economic indicators were calculated, you must click on the button "Show formulas", after which the window shown in Figure 2 will appear.

The developed application also supports the Russian language. In order to change the application language, it is necessary to perform the following actions: click on "File—Language" and select the Russian language. The method of changing the application language is shown in Figure 3.

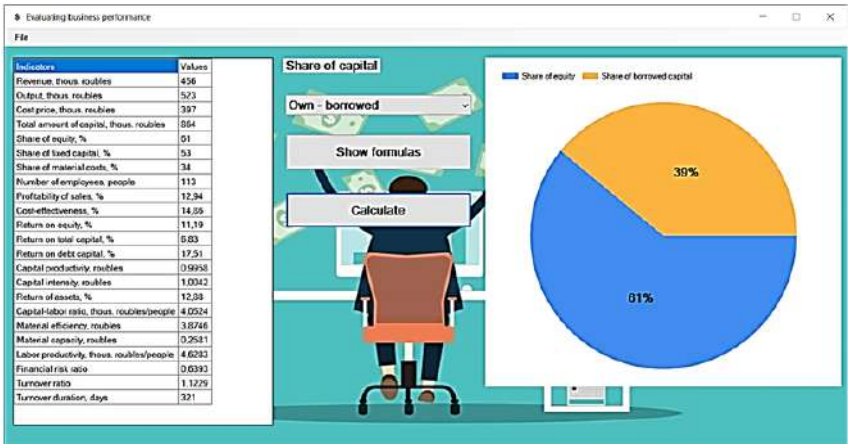

Figure 1 — Main application form

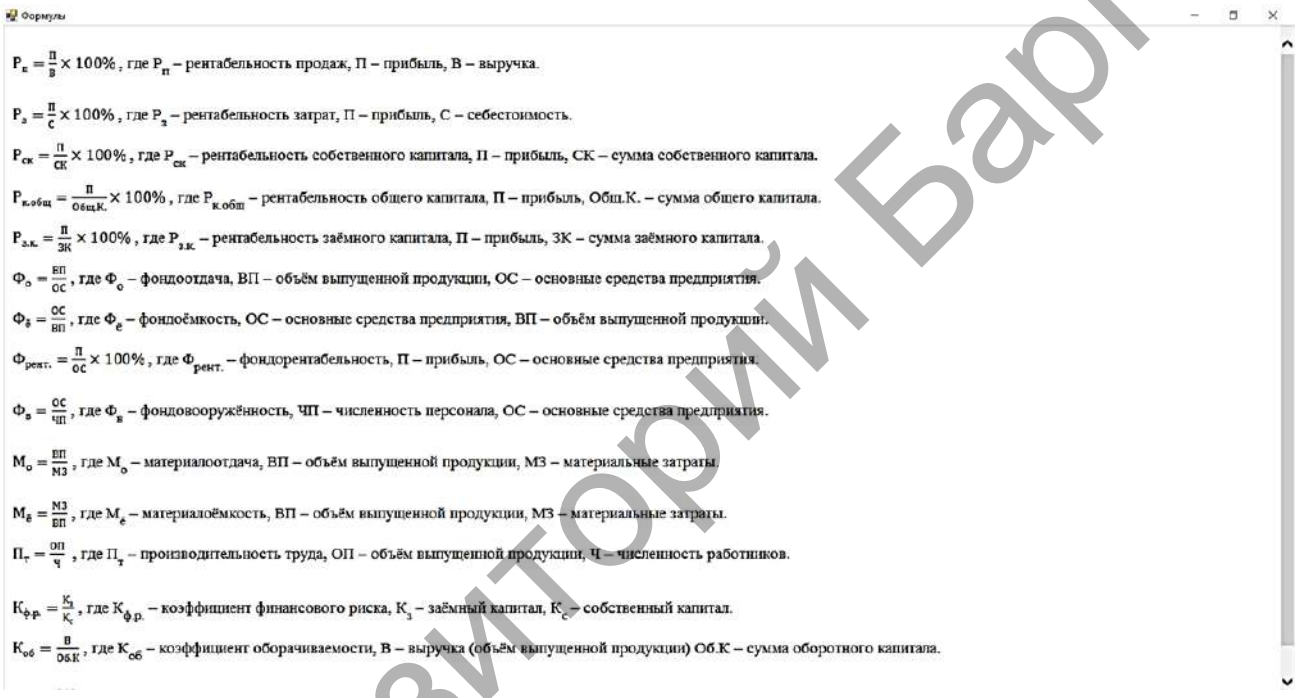

Figure 2 — Formulas window

Figure 3 — Changing the Application Language

Conclusion. In the course of the study, a software product that provides business performance assessment in the integrated development environment Visual Studio 2019 using the high-level programming language C# was developed.

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