**Abstract**

The main topic of scientific thesis is the creation of a marketing profitable intelligent system for the provision of advertising using elements of neural networks of machine learning and computer vision. The use of machine learning in this area is at an early stage of development and the use of computer vision to deliver effective and profitable advertising is generally unique. Modern solutions allow only using a limited amount of personal information for processing and analysis, while our system allows you to use many external factors to generate it.

The main purpose of the study is to develop software in the field of machine learning and neural networks from which will be used to provide high-quality and profitable advertising. Resulting in a software product that provides high-quality content and meets modern standards for software development and creation of neural networks. For the implementation of this project, the Python language will be used with the libraries dancer Flowers pytorch, as well as other libraries used for machine learning, as well as for data processing, video streaming will be used and a neural network that allows you to determine and record the age and gender of the target audience.

This development is currently unique and will bring many marketing benefits to the field of modern advertising.