PROJECT NOTIFICATION

Reference No.: 90

Date of Issue	6 April 2023
Project Code	23-CP-08-GE-DLN-A
Title	APO e-Course on Data Analytics for SMEs
Timing	30 September 2023
Hosting Country(ies)	APO Secretariat
Venue City(ies)	Not Applicable
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Closing Date	Not Applicable
Remarks	Timing is the launch date of the e-course.

Objectives	Raise awareness of the importance of data analytics for SMEs; introduce the concepts of data analytics and their connections to digital upgrading; and impart knowledge on basic, practical data analytics skills and tools for business strategies and operations in SMEs.
Rationale	The APO Vision 2025 identifies data analytics as a core driver of smart transformation which can create opportunities for productivity enhancement in all sectors and enterprises of different sizes. This e-course aims to assist SMEs in raising their productivity by using data analytics as the basis for meaningful digital upgrading.
Background	Digital upgrading is an effective approach for SMEs to improve productivity. In this transition, data generated from all aspects of operations are collected, analyzed, and become insights to optimize processes, prevent disruptions, predict demand, and make informed decisions. However, as indicated in a 2019 OECD report, SMEs face significant challenges in identifying and processing relevant data, lack resources for data applications and analysis, and find it difficult to set clear strategies for data governance and data project implementation. These limit their potential for higher productivity and effective digital upgrading. To unleash the power of data, it is necessary to develop the capabilities of SMEs in acquiring and analyzing data to make objective decisions. This e-course aims to provide fundamental knowledge of data analytics and share practical techniques and tools empowering SMEs to benefit from that knowledge to prepare for successful digital upgrading.
Topics	Data thinking: Value of data for SMEs; Data collection and organization; Visualization of data; Big data, machine learning, and AI; and Basic data analytics applications: Initiating a data project.
Outcome	More SMEs adopt data-enabled operational optimization and business forecasting; SMEs raise productivity through data-driven strategies; and higher levels of SME readiness for digital upgrading are achieved.
Qualifications	Open to all participants in member and nonmember countries.

Please refer to the implementation procedures circulated with this document for further details.

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Secretary-General