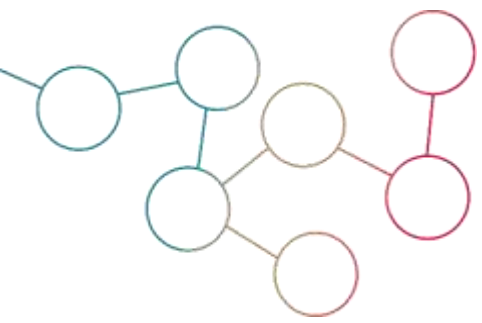




# How can SMEs benefit from digital skills?

Futures by Design

– Supporting small to medium enterprises in their journey of digitization

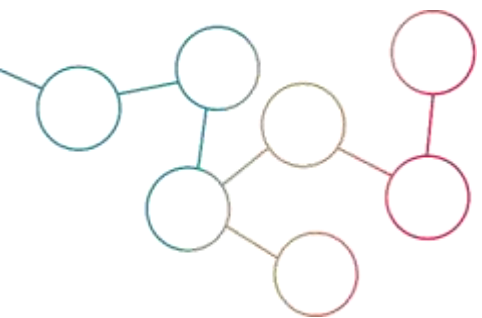


# Why SMEs need data science skills

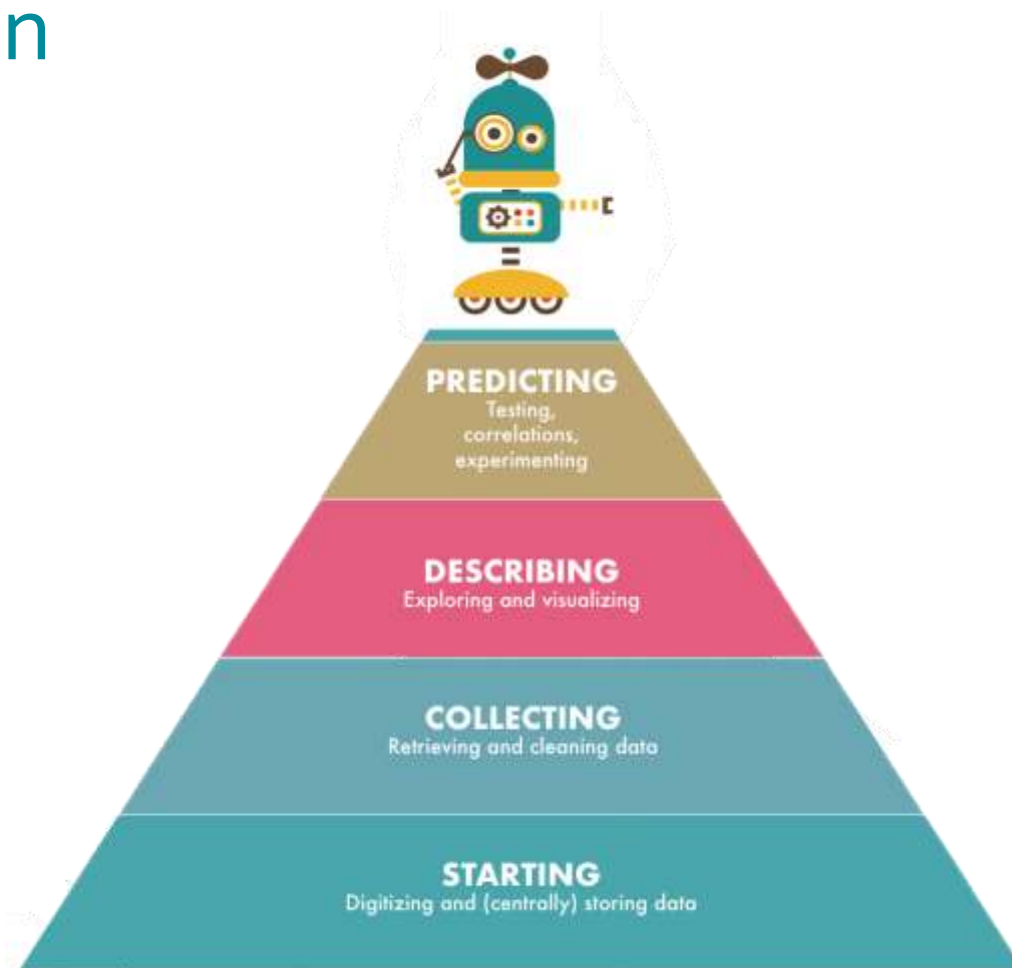
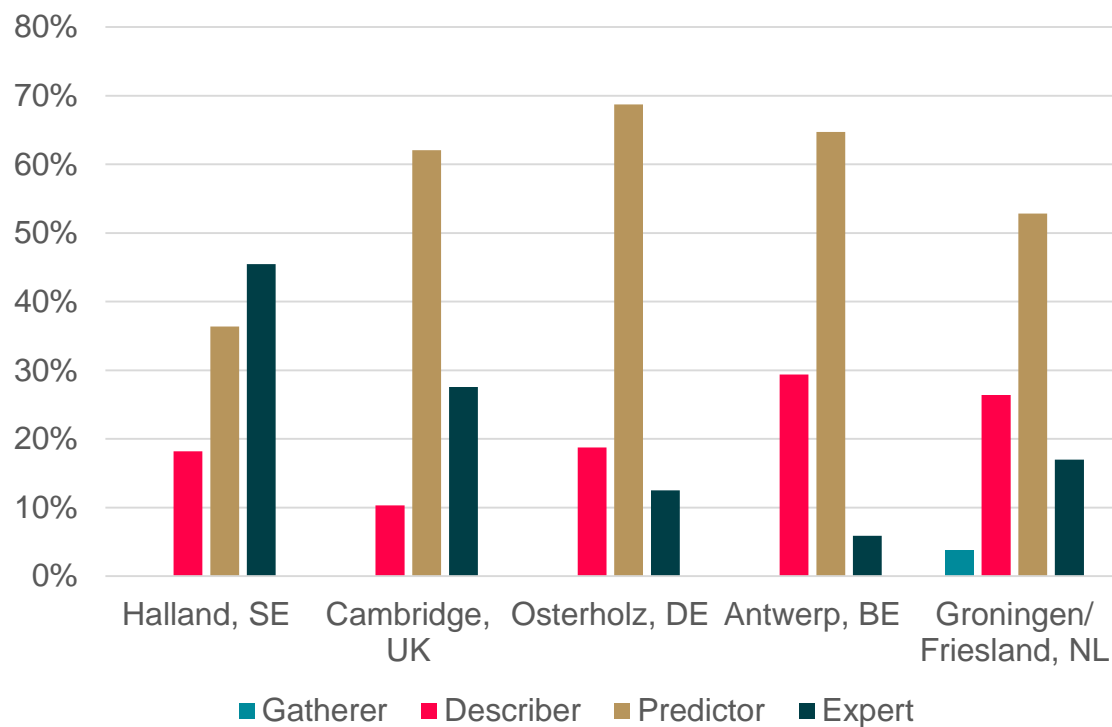
- COVID-19: main markets were online → increased pressure to digitize
- *But also* more data easily available
- Data-driven = more efficient, more sustainable, more informed decisions
- (Potential) benefits = higher profitability, higher productivity, business growth

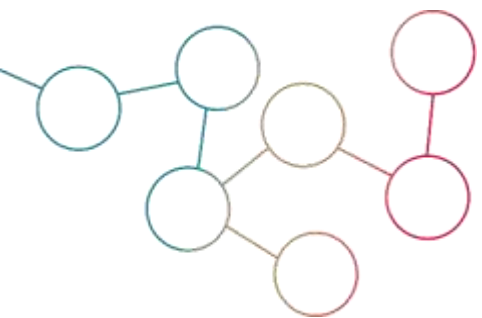
## State of SME digitization

- Regional tendencies visible
- No clear link between age (entrepreneur or firm) and data maturity
- Data maturity seems rather high in our sample
  - Often, awareness for necessity is higher than data-related skills
  - Data availability is not the problem, selection and cleaning is
  - Self-selection bias might be present



# State of SME digitization



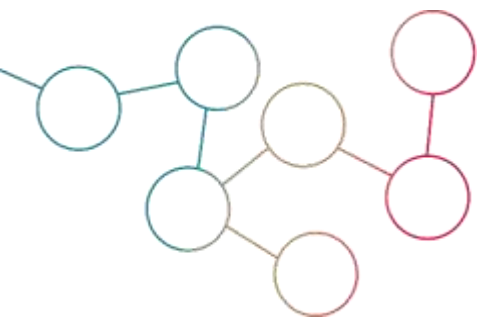


# Steps of digitization

- Digitize data
- Clean data
- Descriptive analysis
- Predictive analysis
- Prescriptive analysis/ algorithms

## Topics covered in projects

- Benchmarking digital skills
- Social media & marketing
- Collection & storage of data
- Scraping and cleaning data



# Process and examples of projects



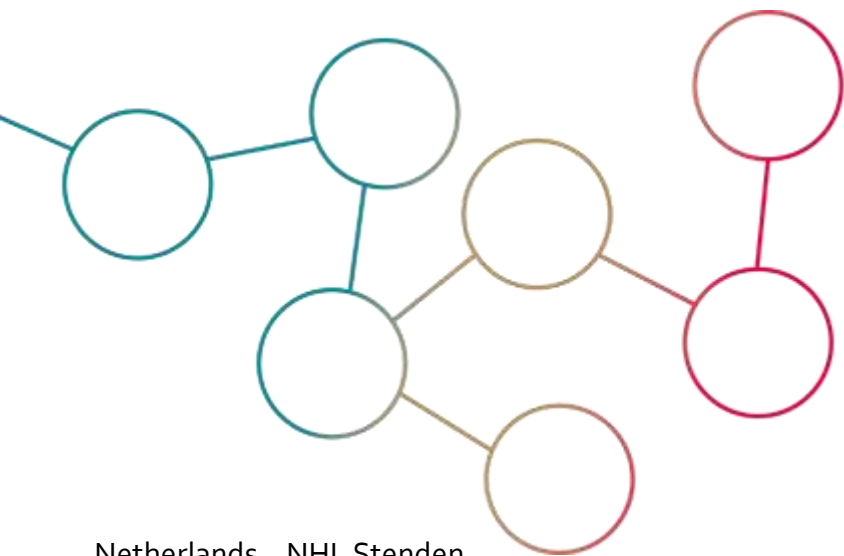
## Examples of projects:

Bakery linking sales data to weather data



Hair salon using booking data & register data to optimize staff planning





Netherlands	NHL Stenden University of Groningen Northern Knowledge Province Friesland Jheronimus Academy of Data Science
Belgium	Sirris Open Manufacturing Campus Blenders
Germany	Ateme KOM
Sweden	Alexandersoninstitutet
UK	Anglia Ruskin University Cambridge

# Regions and partners



Project websites: <https://northsearegion.eu/fbd/>

<https://futuresbydesign.net/>