PROJECT NOTIFICATION

Reference No.: 325

Date of Issue	6 March 2024
Project Code	24-CP-23-GE-TRC-A
Title	Training Course on Data Analytic Skills for Service-sector Employees
Timing	23 April 2024–26 April 2024
Hosting Country(ies)	Japan
Venue City(ies)	Not Applicable
Modality	Online
Implementing Organization(s)	Japan Productivity Center and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Closing Date	5 April 2024
Remarks	Not Applicable

Objectives	Introduce the concepts of data analytics, related technologies, and their connection to digital transformation; impart fundamental knowledge of data science and its applications in the service sector; and strengthen the capabilities of service-sector professionals in using data for management, decision-making, and innovation.
Rationale	The APO Vision 2025 highlights the importance of smart transformation and its implications for productivity in services. With the understanding that leveraging data is part of the foundation of digital transformation, this training course aims to impart knowledge of data analytics and disseminate related tools.
Background	Digital upgrading is essential for all businesses to improve productivity and stay competitive. The foundation of this transition is the data generated from all aspects of operations, which, with appropriate collection, processing, and analysis, help to optimize management, understand demand, and facilitate innovations that better satisfy the needs of customers. Many efforts for digital transformation are being made in the manufacturing sector to gain the easily observable outputs through digital technologies. Nonetheless, according to an EU-Japan Centre report in 2022, services such as healthcare, retail, payment and financial transactions, transport, and general customer services also provide opportunities for digital upgrading and have direct impacts on daily life, expediting overall digital transformation in society. Strengthening the capabilities of service-sector professionals for digital upgrading, especially the ability to leverage the power of data, will assist APO members in upgrading their businesses and building digital resilience.
Topics	Data and digital transformation; AI and data-related technologies; Applications of data science for service excellence; Examples of data analytics for the service sector; and Hands-on exercises.
Outcome	More service-oriented businesses adopt data-enabled operations and management; productivity and innovation in service-oriented businesses are strengthened through data-driven strategies; and higher levels of digital upgrading in the service sector are achieved.
Qualifications	Representatives of service-sector businesses and associations, consultants and productivity practitioners with experience in service-sector management, and government officials and policy researchers involved in service-sector development.

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

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Secretary-General