



Webinar 2 - 2023
The role of Data Analytics in Organisation

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Thank you, Jesmond. And thanks to all our speakers for their in-depth presentations and insights.

One of the six priorities of the Von der Leyen Commission was a 'Europe Fit for the Digital Age'. This priority shows the importance that the European Commission is attributing to digitalisation. Though the legislative cycle of the European Commission is well into its second half, important pieces of legislation have been implemented and entered into force. These include the 'Digital Services Act, the 'Digital Markets Act', and the 'Directive on a high common level of cybersecurity'.

For us this is an annual event whereby we pick on one particular area of digitalisation. Today we took the aspect of data analytics. I am sure this webinar was beneficial both to students, organisations and also the wider business community.

For students this is especially important. In January 2023, the Commission put forward a communication on harnessing talent in Europe's regions promoting reskilling and upskilling to support the resilience and competitiveness of the EU. The European Commission cannot reach the targets in the area of digitalisation if it does not have the required human resources to achieve its aims. The scope of this webinar is to show the number of opportunities in the sector, while also showing to organisation the benefits of digitalisation.
