

Application Strategies and Benefit Analysis of Economic Statistics in Enterprise Management

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Abstract: In the new era, enterprises are faced with a more complex social and market situation, and enterprises are bound to bear the increasing competition pressure in their development. This also puts forward higher requirements for the management of enterprises. As an important content of enterprise management, enterprise management statistics needs to be continuously strengthened and optimized. Enterprises must make full use of economic statistics to implement management statistics and lay a foundation for their own sustainable development. From the functional level, enterprises can master their own operation and development data through economic statistics management. After in-depth analysis, enterprises can clarify their overall situation of development, so as to guide decision-makers and managers to scientifically plan various business activities, formulate targeted operation strategies according to the actual situation of enterprises, and further promote the benign development of enterprises. This work mainly discussed the application of economic statistics in enterprise management, and analyzed the benefits obtained on the basis of application strategies, so as to make a comprehensive analysis and elaboration of enterprise economic statistics.

1. Introduction

At present, the market situation changes obviously, and the market competition pressure is great. As the active cell in the market, the enterprise must know the enemy and themselves, so as to occupy the dominant position in the market competition. Enterprise managers must pay close attention to the changes of economic development, hold the pulse of the times, make clear their own business development, and make the right strategic choice [1]. Economic statistics, as a management mode based on statistics theory, can accurately show the business situation of enterprises through the analysis and statistics of various data in market economy and enterprise management, and provide the basis for enterprises to make optimal decisions. It can be seen that economic statistics play an important role in enterprise management, so it is necessary to pay close attention to enterprise economic statistics and give full play to its multiple benefits in enterprise management.

2. Overview of Enterprise Economic Statistics

The economic statistics of enterprises involves two aspects: economic statistical work and economic statistical data. Economic statistical work is mainly to collect and sort out the economic

figures involved in various business activities of enterprises. Economic statistical data is to formulate relevant financial statements and analyze the collected data, which can provide relevant decision-making basis for enterprise decision-makers and improve the scientific decision nature of decision-makers. Through economic statistics, enterprises can find problems in time in the process of production and development, and predict the possible problems, so as to improve the ability of enterprises to avoid risks [2]. In addition, economic statistics can also make year-end statements at the end of the year, which facilitates enterprise to clearly grasp the development situation of the enterprise on a macro level, and further formulate the future operation direction and development strategy according to the data. The process of economic statistics is divided into three steps: the first is to collect the data of various economic phenomena, the second is to analyze the collected data, and finally is to analyze the data. To sum up, economic statistics can not only correctly reflect the current situation of enterprises and timely find the problems existing in the current development of enterprises, but also use various statistical methods to predict the future situation, help enterprises make scientific decisions, and promote the stable, healthy and sustainable development of enterprises.

3. Effective Application Strategies of Economic Statistics in Enterprise Management

3.1. Attach Greater Importance to the Role of Economic Statistics

Economic statistics play a very important role in the development of enterprises, which should be promoted from two aspects. First, through the deep reform of economic statistics management, it can provide relevant market information and statistics of operating conditions for enterprise operation and development, so that enterprises can make operation and management decisions for enterprise development according to the market demand and their own operating conditions analysis. If enterprises know their enemies and themselves, they will not be imperiled in a hundred battles. Second, it is necessary to establish the safety awareness of enterprise economic statistics management data, formulate scientific management systems for economic statistics according to the different work nature of different departments of enterprises, and ensure the safety of the use and handover of data required in economic statistics work [3]. A scientific management system must be developed to enhance the awareness of the importance of economic statistics among staff at all levels of the enterprise, so that employees can realize that economic statistics is a scientific and rigorous work. Additionally, the data information for statistical analysis must be perfect and advanced, so that employees can attach importance to the role of economic statistics in the development of enterprises and departments from the ideological perspective and treat economic statistics with caution.

3.2. Expand the Existing Economic Statistics Work Continuously

Due to the influence of the current economic statistics model, it is not only necessary to clarify the current economic statistics work content, but also to clear its scope. As for the backward statistical information, managers should take the actual situation of the enterprise as the starting point, and carry out statistical investigation, statistical sorting and other work on the basis of clarifying their own responsibilities. Under the clear management procedure content and application background, they should try their best to meet the requirements of existing management forms, so as to ensure the steady progress of statistical work. At the same time, in order to achieve the normal operation of relevant work, it also needs to be supported by a sound planning system. Both the capital demand and the management process must keep up with the development needs of enterprises, so as to fully improve the effectiveness of economic statistics. Enterprises should also extend their statistical work to make it penetrate into the production and circulation process of enterprises. In addition, in order to promote the development of enterprises, enterprises also need to develop feasible plans, correctly

divide the statistical work, and better meet the needs of capital management and circulation [4].

3.3. Improve the Enterprise Management System and Index Structure

Enterprises should build the original data quality supervision system, so as to provide a strong guarantee for the accuracy of the final results of economic statistics, and also contribute to the smooth and orderly development of economic statistics work. In addition, the original data quality supervision system is an important measure to improve the quality of economic statistics work, mainly because the accuracy, integrity and authenticity of the original data have an important impact on the embodiment of the application value of the data in the later period. The components of the system can also strictly test the results of economic statistics, so as to find the problems and errors contained in it in time, and make reasonable modifications and adjustments, which can effectively deal with the problems of economic statistics encountered in the development process of the current enterprise properly, and ensure that the application of economic statistics in the management of the enterprise can give full play to its value and function. When improving and optimizing the relevant rules and regulations of economic statistical work, enterprises should clarify the scope and specific types of relevant data and information collection and integration, and relevant employees should also pay attention to whether the data and information is comprehensive and complete, and carry out reasonable division and integration of the collected data and information.

3.4. Constantly Optimize and Innovate Enterprise Economic Statistics Strategies

With the development of modern information technology level, the statistical working environment has also changed to some extent. Statistical work must keep up with the development pace of the trend of the times, improve the original statistical principles, use new statistical methods to effectively improve the level of economic statistics of enterprises, and effectively understand the accuracy of statistical data. The economic statistics of enterprises, from the essence of analysis, is an important tool for enterprises to carry out economic statistics research, comparison and analysis and other stages of work, but also a process of sharing statistical information and other information content. Therefore, enterprises need to improve the collection and processing methods of statistical information, and effectively improve their economic statistical strategies [5].

3.5. Actively Introduce Information Management Concepts and Modes

In view of the problems such as slow development and delayed updating of enterprise economic statistics mode, all large enterprises need to optimize the operation behavior of economic statistics with the help of modern Internet, computer and other advanced science and technology. Additionally, they should establish the correct management concept of information management and network management of management personnel, so as to integrate statistics, operation and management, and guide the development of economic statistics towards informatization and network management. In order to implement this development strategy, enterprises need to increase their investment in economic statistics work, and improve the allocation and distribution of economic statistics infrastructure. The current way of economic statistics is too simple to meet the development needs of enterprises in the new era. Therefore, enterprises should flexibly use economic statistics to make in-depth mining of market economy development information and other data under economic data. However, it is impossible to directly obtain these contents only by relying on economic statistics, so it is necessary for enterprises to further strengthen the function of the data mining sector and increase the scope of economic statistics [6]. At the same time, enterprise managers should lead by example and learn the theoretical knowledge of information management, so that the economic statistics

departments should continue to strengthen their own management responsibilities, improve the comprehensive quality of economic statisticians, and make economic statistics more effective and scientific.

3.6. Pay Attention to and Promote the Team Building of Statisticians

The management departments need to create a good working situation for the statisticians and organize the staff to actively participate in the activities and study. For example, it can hold statistical work meeting to cultivate their professional statistical knowledge, relevant legal system, science and technology knowledge. Furthermore, it should encourage statisticians to actively participate in activities such as professional ability and professional title examination, and provide relevant learning materials for employees to improve their professional ability and participate in the actual management and construction of enterprises. For those with outstanding performance or strong professional ability, they should be given certain salary rewards.

4. Application and Benefit Analysis of Economic Statistics in Enterprise Management

4.1. Enterprises can Grasp the Status of Business Activities More Clearly

Economic statistics involve all aspects of business activities, as long as it involves financial activities, economic statistics are needed. Economic statistics can track and record the financial expenditure and income of various business activities, so that the relevant management personnel can track the development of the business according to the data report, find the existing problems in time, and take measures to solve them. Through the data tracking report, the enterprise managers can also find the possible loopholes and problems in the report, and take the corresponding defensive measures to further improve the ability of the enterprises to avoid risks. For example, an express company carried out economic statistics on its market share and distribution in order to expand its business territory. Statistics show that the intra-city business volume accounts for about 50% of the total business volume, mainly concentrated in the first-tier cities. The remote express delivery business is mainly concentrated in the eastern coastal provinces, with the business volume of Guangdong, Zhejiang, Jiangsu, Fujian and Shandong provinces accounting for more than 80% of the total surveyed business volume [7]. It can be seen that the regional development of the express company is unbalanced. Restricted by economic conditions, traffic environment and other factors, the development of express business in central and western regions is relatively slow, which is an important object for the market space expansion.

4.2. Enterprise Business Activities can Obtain Specific and Real Reference

Economic statistics can track the data of various businesses. In the process of business development, enterprise managers can find out and solve problems in time, and the monthly and annual financial statements can provide scientific basis for managers to make strategic decisions. Economic statistics methods can help enterprises to sort out all the business data, develop the correct financial statements, and can provide scientific decision-making suggestions according to the statement data. With the development of market economy, economic statistics are constantly being updated. Efficient economic statistics can enable enterprises to find the changes in the market in a timely manner, so as to prompt enterprises to upgrade and further improve their advanced nature. An express delivery enterprise also uses the economic statistics mode to analyze its own transportation efficiency. Statistics show that intra-city business can be delivered within 24 hours, more than 85% of intra-provincial services can be delivered within 24 hours, while inter-provincial express services

can be delivered within 24 hours, accounting for less than 50%. Strong competitor - SF Express has a significant advantage in speed by virtue of its relatively strong air cargo capacity. Therefore, express enterprises understand their real level, analyze their own shortcomings, understand the advantages of rivals, and will make efforts on their own short board.

4.3. Promote Reform, Innovation, Transformation and Development of Enterprises

The development of the market is unpredictable, therefore, only by keeping up with the changing direction of the market can enterprises operate healthily and stably in the market, which requires enterprises to have the development mode of timely reform and innovation. Economic statistics can help enterprises to have the ability of timely reform and innovation, and promote enterprises to constantly update and maintain their advanced nature. At present, the root cause of restricting the development of enterprises is mainly the traditional thinking of complacency. Some enterprises do not have the sense of innovation and cannot keep up with the change of people's consumption mode. Economic statistics are mainly to help enterprise managers to find out the problems in the market, and to develop appropriate reform and innovation strategies according to the situation of various internal departments and businesses. Therefore, the implementation of economic statistics cannot be separated from the high attention of managers. Only when managers correctly realize the role of economic statistics, can they give play the maximum value of economic statistics. Similarly, for the express company mentioned above, the express business goods categories are mainly concentrated in the Chinese documents, clothing, and electronic products, and most of the express delivery goods are products of small volume, light weight and high value. The transportation of large materials is an area that can be focused on or actively attempted. Based on the economic statistics, the express company makes statistical processing of the collected data, obtains the average value of the freight volume and transportation distance of the existing data, and estimates the annual freight volume and turnover of the national express industry on the basis of the known national express business volume. These data are an effective reference for its own innovation, development and transformation. The express delivery enterprise is more clear about its own positioning and find the right direction of innovation and development - rapid transportation of large materials.

5. Conclusions

Enterprise economic statistics is of great significance to the development of enterprises. Carrying out efficient economic statistics can not only help enterprises make correct decisions and avoid possible risks, but also promote enterprises to constantly upgrade, develop and operate, and keep up with the pace of development of the times, thus avoiding being eliminated by the market, and further improve the production and operation capacity of enterprises. As the way forward, enterprises must improve the emphasis on economic statistics, improve the comprehensive quality of statisticians, optimize the way and means of economic statistics, and improve the effectiveness of economic statistics in enterprise management.

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