



# Measuring the Value of Data

JIS Data Value Creation Workshop  
February 2021



Delivering insight through data for a better Canada



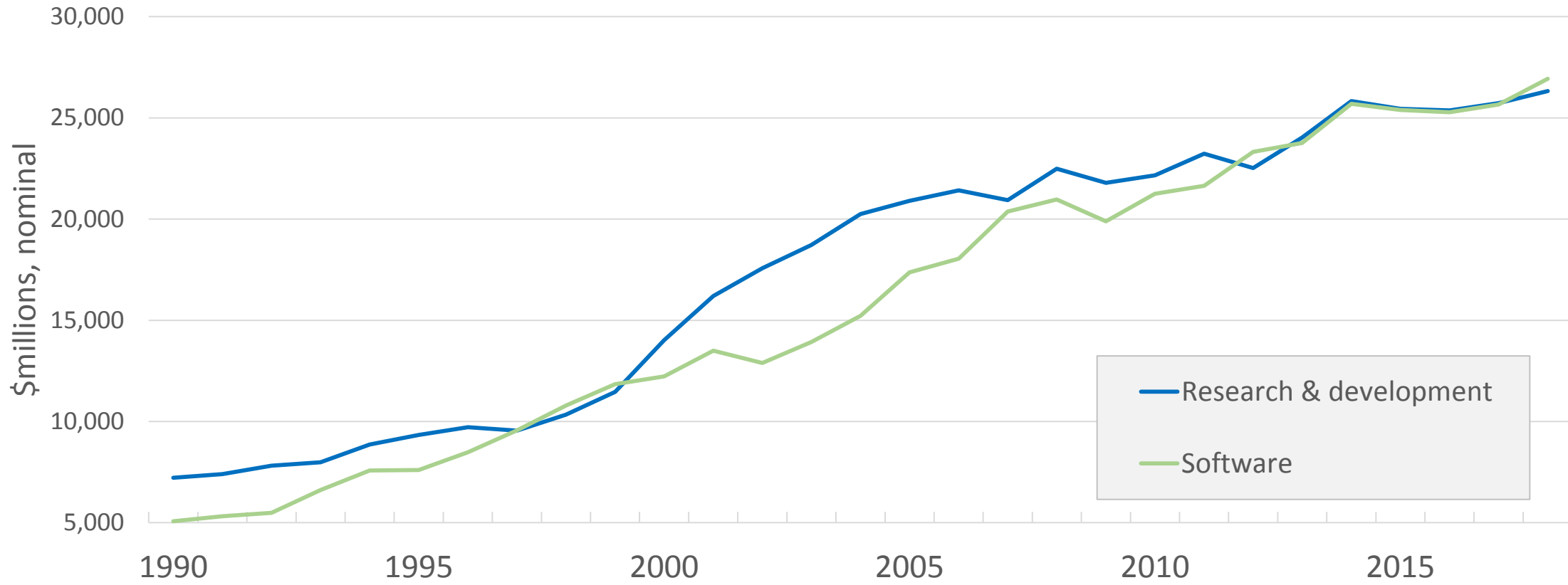
Statistics  
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# A worrisome graph – Canada’s Investment in Intangibles

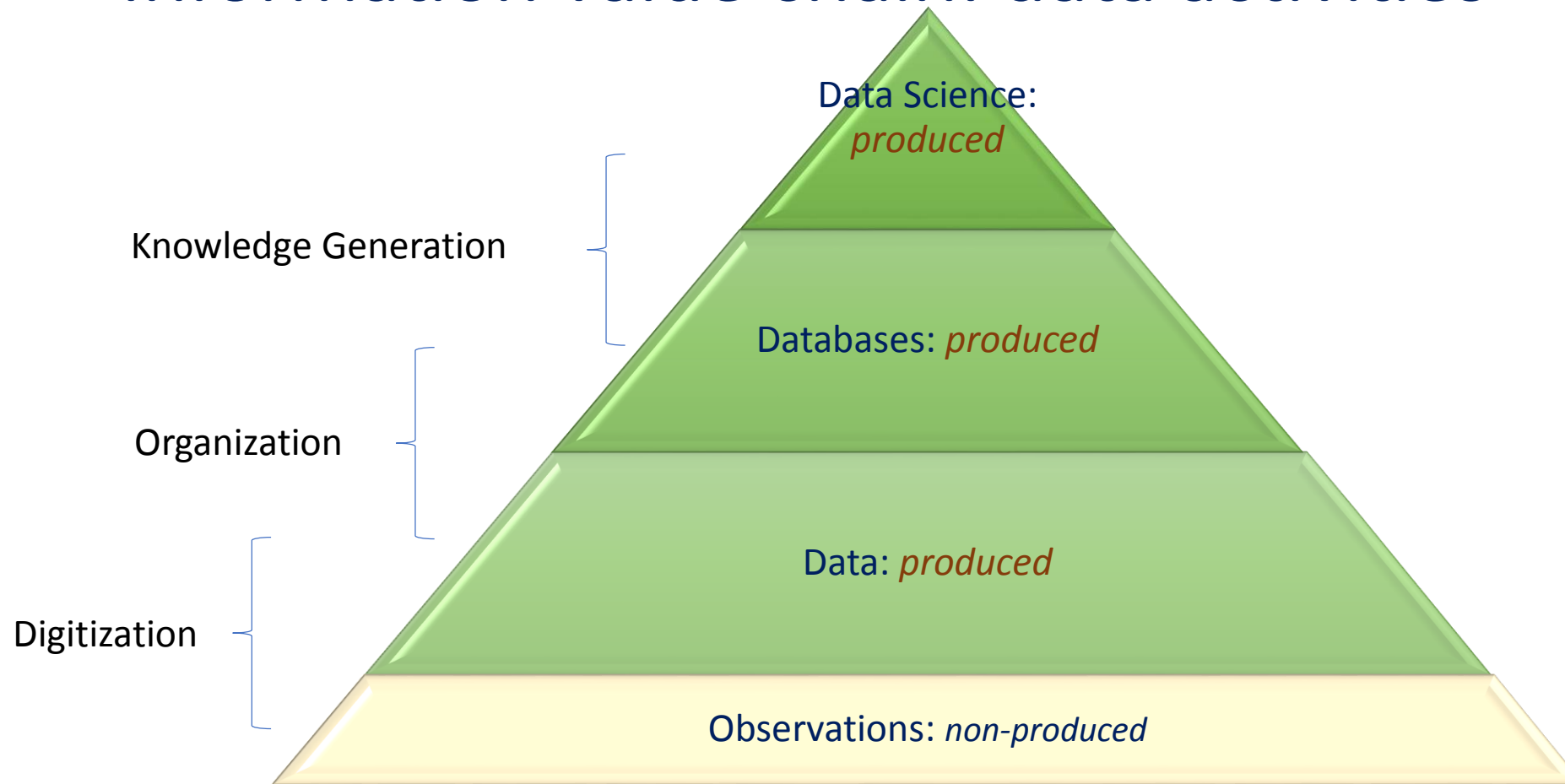
Investment in R&D and software



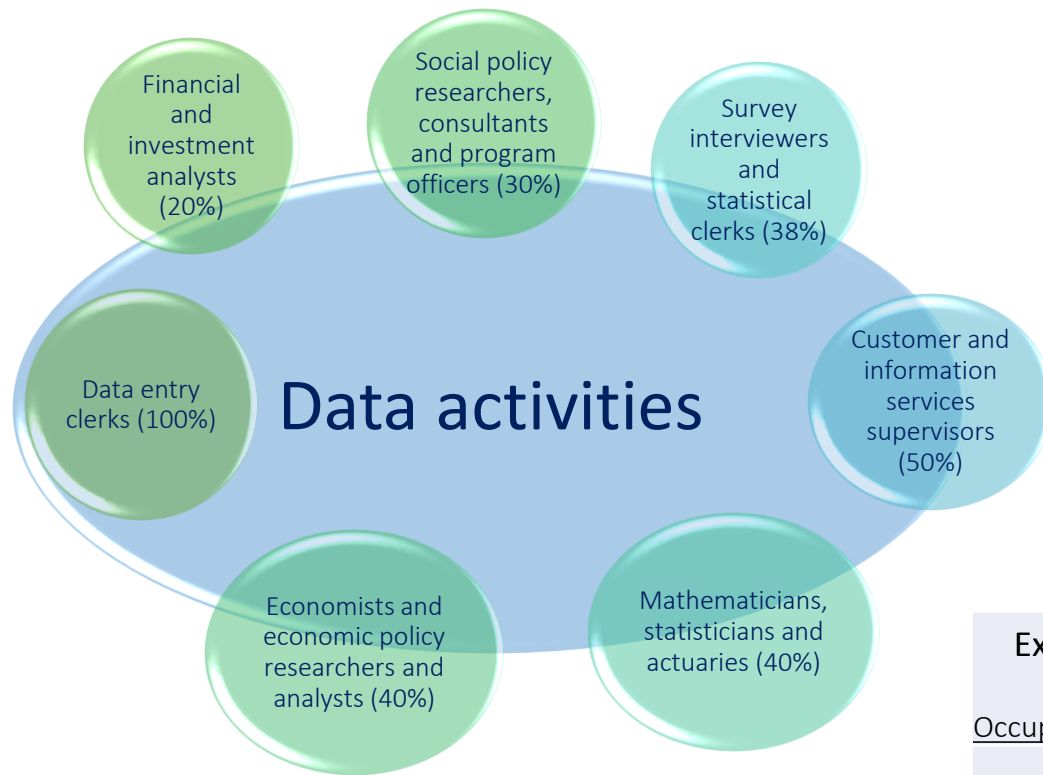
# Do we have a 'Data' Gap!

- When you look at the Canadian National Accounts the idea, notion, delineation of data is not evident.
- In a world where the words – data assets, data science, data driven, data is the new.... are common place you would expect 'data' to be clearly visible in our macroeconomic accounts.
- One of the reasons it is not clearly visible is because our accounting standards (the SNA 2008 in particular), is somewhat ambiguous in its guidance on how to treat and measure 'data'.

# Information value chain: data activities



# Sum of costs approach to value data activities

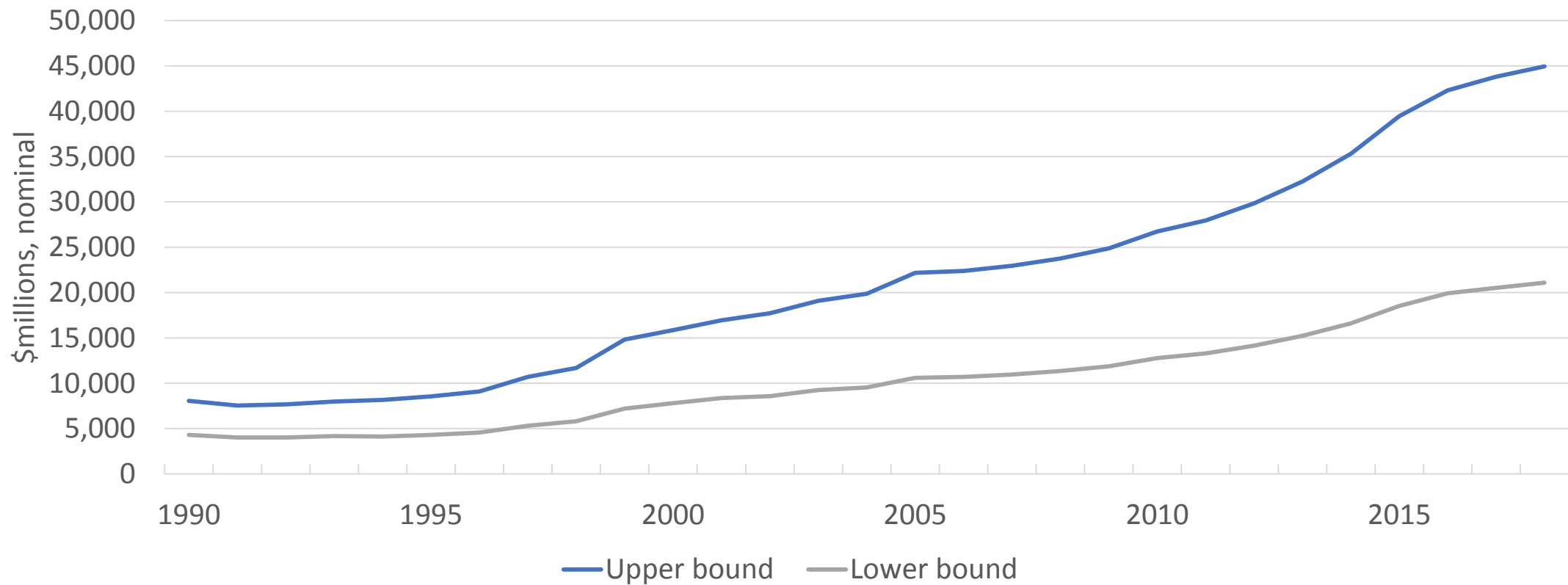


- What occupations are involved in data activities?
  - What portion of their tasks relate to data?
  - What should be the markup to cover non-direct salary costs?
- *Apply to the wage bill to estimate investment*

Example:	'Data' share of production activities	Markup for non-direct-salary costs	Labour compensation	Investment in 'DATA'
Occupational group			(\$millions)	
Financial and investment analysts	20%	53%	7,348	2,249
Customer and information services supervisors	50%	53%	668	511

# Investment in data activities

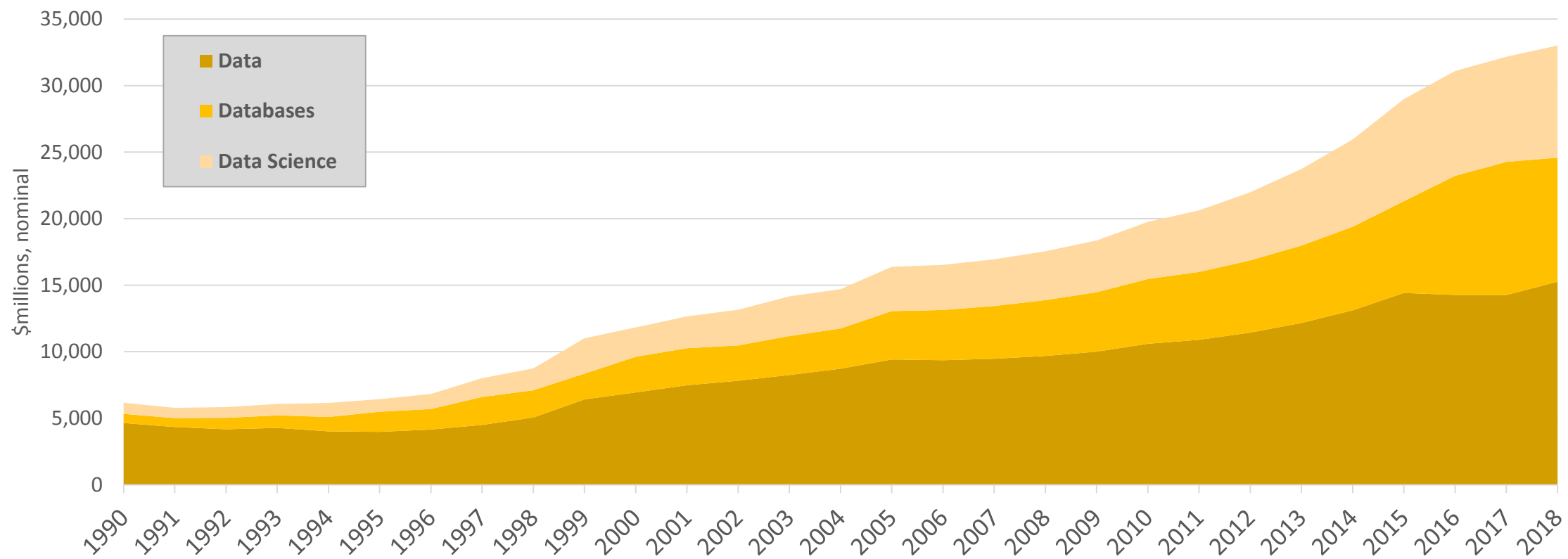
Upper and lower ranges





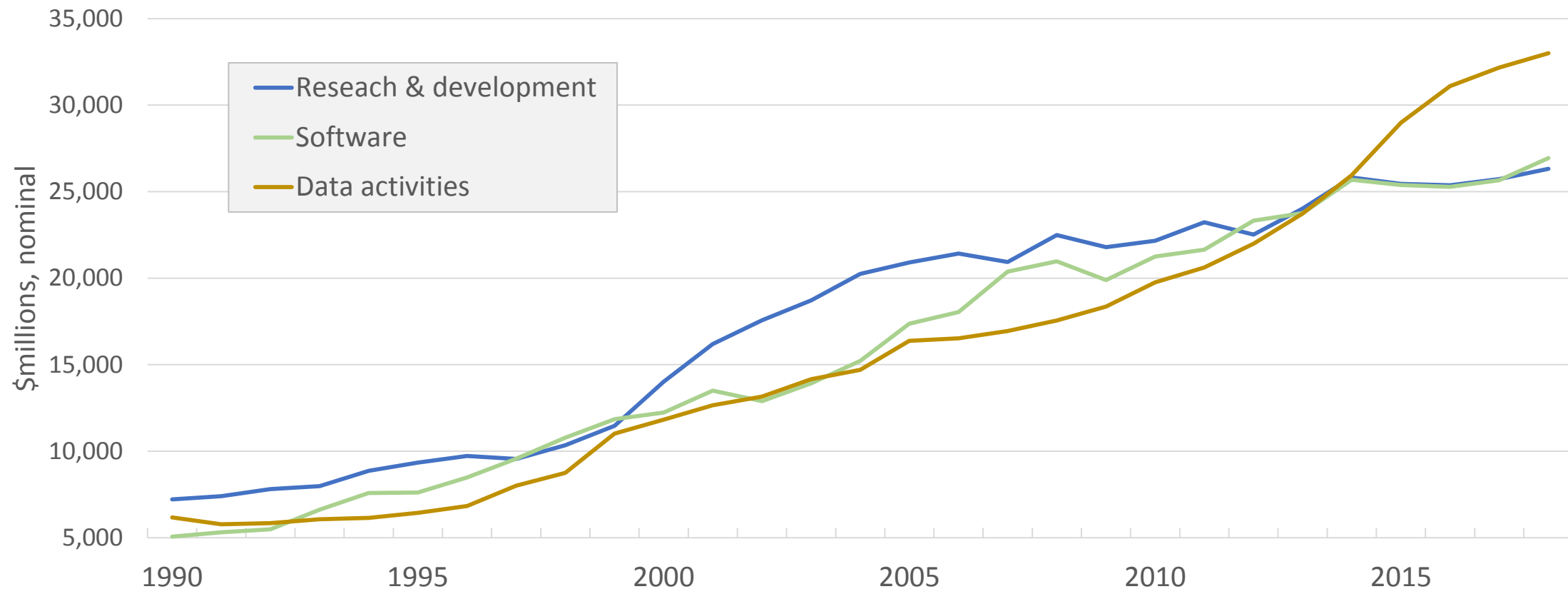
# Investment, by type of Data asset

Investment Flows



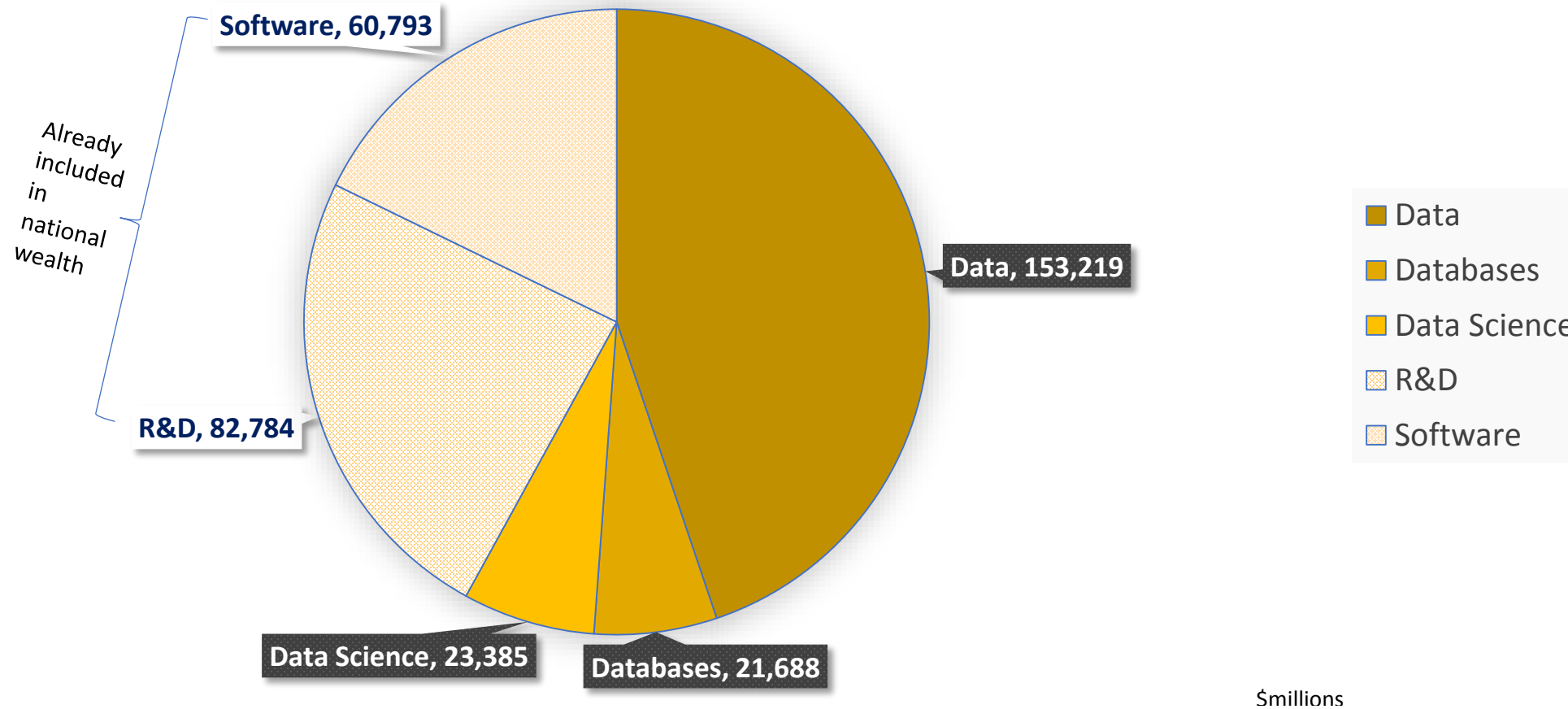
# Investment in intangibles: with data activities

Investment in R&D, software and data activities

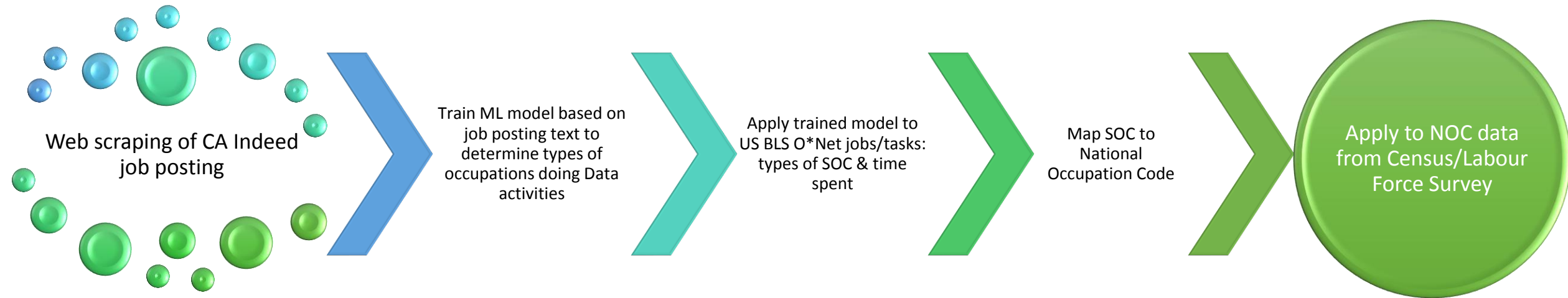




# What is the stock of data activities?



# Update to the Value of Data Activities estimates



\*SOC: US occupational classification