

The Application of Statistics in Modern Enterprise Management

Yuanfeng Wang

Wuhan Polytechnic, Wuhan, Hubei Province, China

Keywords: statistics; enterprises; enterprise management; application.

Abstract: In the context of the vigorous development of enterprises, the internal management of the company is becoming more and more important. This paper analyzes the role of statistics in the development of enterprises, as well as the impacts of statistical work on the company. Through statistical methods, enterprises can analyze existing problems and explore countermeasures, which are conducive to their sustainable development.

1. Introduction

High-quality enterprise management can win the loyalty of employees and give them a sense of belonging; it can also maximize the economic benefits of the company at the lowest cost, and improve the production efficiency. Besides the normal operation such as research, development and production, the most important thing for an enterprise is the management. Management is the soul of enterprises. A company cannot do anything without management, not to speak of getting revenues. Effective application of statistics in enterprise management can help the company to accurately grasp the situation of market competition and the advantages of the enterprise in the industry, and thus promoting the sustainable development of the company, improving the management ability of the whole enterprise and improving market decision-making strategies.

2. The Significance of Statistics in Modern Enterprise Management

Statistics is an important information basis for modern business activities; it is the tool that should be used in modern business decision-making. Statistics is conducive for the company to formulate more reasonable personnel management process, as well as more effective financing and decision-making procedures. It can also ensure the accuracy and smoothness of information development. For enterprises, statistics is the breakthrough point in the improvement of management abilities and the development of enterprises.

2.1 Statistical methods used in business management and enterprise accounting

There are many statistical methods, such as the statistical collation method, the statistical inference method and the economic model. Using these methods, we can collect and collate data about enterprise operation more accurately; the enterprise can get the desired results more easily. It also helps managers to reflect and rectify the working process, enriches the content of enterprise management, and plays a supervisory role in the financial and accounting affairs. Statistics has a complete index system. It can manage and control all aspects of enterprise management through scientific statistical design, investigation, collation and analysis. These measures can enhance the competitiveness of the enterprise, and accurately reflect economic information, which can meet the needs of the company in management at strategic, medium and grass-root levels. Statistics is the cornerstone of industrial management. The statistical index system covers a wide range, which can show not only the current situation of an enterprise at a certain point, but also the situation of the company at a certain period of time. It can represent not only the speed of development, but also the economic benefits of the enterprise and many quantitative characteristics of the company. It can also show the quality characteristics of the same industry, and all aspects of the enterprise in operation and the management process.

2.2 Strengthening the internal rectification of enterprises

The application of statistical knowledge in enterprise management and data analysis can improve the management procedure and enhance the value of the enterprise in information utilization. In the process of enterprise management, there is a need for continuous internal diagnosis. Statistical knowledge courses can improve business management and accounting methods and enhance the value of statistical information. The scientific human resource management in enterprises plays a vital role in the company performance. To improve employees' performance, the management level can formulate a reasonable salary management system, mobilize staff's enthusiasm, formulate appropriate incentives and set reasonable work objectives to exert appropriate working pressure on employees.

2.3 Providing the basis for enterprise in decision-making

Statistical indicators play an important role in marketing, product quality and labor productivity improvement, as well as the supervising of the enterprise operation. They help the enterprise to build a complete management system. Through the analysis of various production and sales indicators, the company can tap the market potential, open up new sales market, recover the operating funds, and realize the rapid circulation of funds and products. Only in these ways can the production and operation continue to run and the profits of enterprises continue to roll in. Through the analysis of various indicators of product quality, the company can improve the production management process and product quality, and increase the economic benefits. Every enterprise strives for survival and development by quality. Product quality is the foundation of enterprise development. The superposition of every detail in production and sales processes determines the overall quality and performance of products. Statistical work can monitor and control product quality through tracing quality indicators, and coordinates and resolves various problems affecting product quality in the production process. It can improve the product quality effectively. The improvement of product quality means the optimal combination and application of various resources.

We need to comprehensively compare and analyze through various information, such as comparing the financial indicators including assets, liabilities, owners' rights and interests, as well as the enterprise's income, expenses other indicators, and find out that weak links in enterprise management which should be solved in time. We can also use comprehensive information to forecast the prospect of enterprise development, and analyze the correlation between enterprise micro-information and social macro-economic information, which can provide reference for the company to formulate comprehensive and accurate development strategies.

3. The Impacts of Statistics on Enterprise Management

3.1 Enterprise management depends on statistical work

Statistical work is an important method to implement the scientific management of enterprises and supervise the activities of the whole company. It is also the basis for enterprises to formulate policies. Enterprise management relies on statistical work. With the development of the times, more and more attention has been paid to statistical inspection and statistical research. At present, in the process of enterprise development, relevant decision makers pay more and more attention to the effectiveness of management work. Enterprise managers rely on statistical information and subsequent data analysis to complete their tasks. The concept of information technology is also introduced into enterprise management. Enterprise statisticians can report the completed statistical work effectively through the network, which can help managers to master the internal data of the enterprise.

3.2 Statistics is the prerequisite for enterprises to formulate relevant systems

From the perspective of market competition, the importance of economic statistics in the development of enterprises is obvious. It can promote the improvement of enterprise system, enable

enterprises to take the initiative in the same industry, promote enterprises to strengthen management, and meet the management needs of enterprises. All relevant indicators of enterprises are related to statistics, so enterprises can do a good job in planning and making good use of them. Every employee should do his or her duty well so as to increase the efficiency of the enterprise. The system formulated can satisfy the daily planning and management of the company. If the enterprise wants to grow, it needs to evaluate and analyze the internal and external environment comprehensively, which could only be carried out on the basis of statistics.

3.3 Statistics is the foundation of data management

Statistical data can be used to analyze drawbacks in enterprise management. Along with the continuous improvement of the enterprise system, statistics can provide a positive basis for the development of the company. The statistics, financial, market and human resources departments can provide accurate data about the operation, staffing, the asset structure and liabilities of the company. Enterprise policymakers can also quickly understand the information. With these data, managers can analyze the development condition and the future trend of the company, learn the product quality and the service quality of the company, understand research and development achievements, and get to know the business status and the marketing effect of the company through data observation.

4. Problems of Statistics in Enterprise Management

China's market economy is developing rapidly. Small and medium-sized enterprises, as the main body of economic development, have also undergone tremendous changes. The changes of management system cannot keep up with the pace of enterprises. Relevant enterprises need to pay attention to the accuracy of statistical data, the internationalization and closure of statistics, as well as the professional quality of statistical staffs when they use statistical knowledge.

4.1 The quality of statisticians needs to be improved

As an important part of enterprise management, the statistical work shows a lot of problems. Many enterprises do not have independent statistical departments or perfect management systems, which seriously impact on the statistical functions of the statistical department as well as the management of statistic work. Especially in some small and medium-sized enterprises, the statistical work is often neglected by enterprise leaders. In a large part of small and medium-sized enterprises, the internal statistical departments and statistical posts are even cancelled. In some enterprises, though the statistical posts still exist, statisticians also need to do jobs of other posts. With the gradual establishment of the modern enterprise system, the level of modern enterprise management is constantly improving. But there are many problems in statistical information. Due to the need of concealment and other reasons, the phenomenon of false reporting in statistical information occurs from time to time. Generally speaking, the statistical data information is quite accurate and effective. But for some enterprises, some data analysis lacks authenticity. Only real statistical data can help enterprises to make correct decisions according to the actual situation.

4.2 The statistical system is not perfect enough

The system of statistical methods is related the procedure and quality of statistics, as well as the premise of macroeconomic management and decision-making. However, in the current enterprise management system, the direct coordination of professional statistics system is relatively poor. Many enterprises do not have sound and standardized enterprise statistical systems, or even specialized statistical posts. Some enterprises do not have statistical accounts or original records. Staffs often copy the data of accounting statements to fill in the statistical Table, which directly affects the quality of statistical data.

4.3 The effectiveness of statistical information is poor

The effectiveness of statistical information is poor. It is of little use to filling in the

statistical Table. Some statistical methods are out of date and cannot be connected with the modern enterprise management method, so the statistical information cannot play the role of statistical investigation and statistical analysis. In the application of statistical knowledge, the trend of internationalization is neglected from time to time.

5. Countermeasures for Statistics in Enterprise Management

At present, statistical methods have been used by some modern enterprises, but most enterprises do not have specialized statistical department. They should do a good job of reform and create a good business management atmosphere. Statistical departments play an important role in enterprise management. They also need to reform the internal management of enterprises and constantly adapt to the trend of development and change. Therefore, independent departments should be set up. The responsibilities of departments and personnel should be clarified; the internal and external environment of enterprises should be integrated to promote the development of enterprises.

5.1 The informatization of statistical work needs to be further promoted

With the rapid development of modern information technology, statistical work also needs to use information technology to improve the efficiency of data processing, and enhance the efficiency of data collection, analysis and transmission while ensuring the accuracy and security of statistical data. Through the use of information technology, the depth of statistical data analysis can be increased, and the relationship between information can be expanded.

5.2 The quality of statistical staffs needs to be improved

There are also some problems in the quality of modern enterprise statisticians. When using statistical knowledge to deal with practical problems, we should also pay attention to the professional qualities of statisticians. Only those who have the corresponding statistical professional knowledge can do well in collation and statistics, effectively combine the role of statistics in enterprises, build a perfect management system, and seek benefits for enterprises. At present, some enterprises can't treat specialists as a special group of management. Thus, statisticians can't treat the statistical work correctly, which leads to weak feasibility of statistical data and analysis.

6. Conclusion

In summary, with the rapid development of China's economy, enterprises are seizing the opportunity to develop continuously in this developing market-oriented economic environment. As the market continues to change, enterprises in this changing environment also need to strengthen the crisis awareness. Due to the growing of enterprises, now there is a phenomenon of oversupply in the market. So enterprises need to correctly understand and grasp the market, give full play to the advantages of statistics, deepen the internal reform according to changes in the external environment, and make reasonable strategic adjustments. Only through these measures can we promote the development of enterprises effectively.

References

- [1] Guo H. Teaching Thought and Case Analysis of Statistical Analysis Method in Marketing Course [J]. Journal of Weinan Normal University, 2017 (16): 52-59.
- [2] Zhou B. Research on the Design of Internal Control Process in Enterprises of China [D]. Southwestern University of Finance and Economics, 2014.
- [3] Wu R J. On the Interaction of Statistics and Accounting in Modern Enterprise Management [J]. Shanghai Statistics, 2000 (9): 31.
- [4] Gao L. On the Combination of Statistics and Accounting in Modern Enterprises [J] Financial Accounting Analysis, 2018 (139).

- [5] Chen Y Y. Application of Statistical Data Analysis in Small and Medium-sized Enterprises [J]. Zhejiang University of Finance and Economics Oriental College, 2018, (98-99).
- [6] Zhang Y. Discussion on the Role of Statistics in Enterprise Management [J] Enterprise Management, 2018 (40-41).