



BI4SME: A TRAINING PROGRAMME TO BOOST BUSINESS INTELLIGENCE SKILLS FOR SME GROWTH



Business Intelligence (BI) is a key factor for the success and growth of small and medium-sized enterprises (SMEs). BI enables SMEs to collect, analyse, and visualise data from various sources, such as customers, competitors, markets, and internal processes, and use it to make informed decisions, optimise performance, and create value.

However, many SMEs lack the skills and resources to implement and use BI effectively. That is why the BI4SME project was launched in 2021, with the aim of developing and delivering a comprehensive and innovative training programme for SMEs to acquire and improve their BI skills.

The BI4SME project is funded by the Erasmus+ programme of the European Union and involves six partners from five countries: Amaris (France), APSU (Portugal), CDI (North Macedonia), iED (Greece), Synthesis (Cyprus), and WSEI (Poland).



Training Activity and Transnational Meeting in Tetovo, North Macedonia

From November 14th to 16th 2023, the BI4SME project partners met in Tetovo, North Macedonia, for a training activity and a transnational meeting. The training activity gathered 19 participants who would become BI4SME coaches, responsible for delivering the training programme to SMEs in their local contexts. The training activity was hosted by CDI at their office in Tetovo.



The training activity consisted of three days of intensive learning, covering the following topics:

- **BI4SME programme at a glance**: an overview of the project, its objectives, achievements, and methodology.
- **BI4SME student**: a definition of the target learners, their profiles, motivations, and needs.
- **Expert master classes**: presentations by experts on various aspects of BI, such as data analytics, business analytics, chatGpt for BI, Python for BI, and data governance in SMEs.
- **Deep dives**: detailed explanations of each unit of the training programme, including the main concepts, lessons, and exercises. The units are: ***Maths for BI4SME, Just enough SQL for BI, ETL for BI, PowerBI, and Python for BI.***



The training activity was interactive and practical, allowing the participants to ask questions, share experiences, and practice the skills they learned. The participants also received feedback and guidance from the trainers and experts.

The transnational meeting gathered eight participants, representing each project partner. The meeting was held in parallel to the training activity and it was an opportunity for the partners to discuss the project progress, review the feedback from the training activity, and plan the next steps.



Next Steps and Opportunities

In the coming weeks, the BI4SME project will start with the training and platform validation, which involves testing and improving the quality and usability of the training programme and the online learning platform. The learning platform is a web-based tool that allows the learners to access the training programme, interact with the coaches and peers, and track their progress.

After the validation phase, the pilot training will be launched in March 2024. The pilot training will involve delivering the training programme to SMEs in each partner country, using a blended learning approach that combines online and face-to-face sessions. The pilot training will last for six months and will aim to reach at least 120 SMEs across Europe.

The pilot training will be open to anyone interested in learning about BI and how it can benefit their business. If you are an SME owner, manager, or employee who wants to boost your BI skills and grow your business, you can apply for the pilot training by contacting the project partner in your country. You can find their contact details on the project website.

The BI4SME project is a unique opportunity for SMEs to access a high-quality and innovative training programme on BI, tailored to their needs and preferences. By participating in the project, you will not only learn new skills, but also network with other SMEs, coaches, and experts, and become part of a European community of practice on BI.

Don't miss this chance to join the BI4SME project and enhance your business intelligence!