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Session 6: Profiling and Globalisation

Profiling in Germany – evaluation of the first test year

Abstract

German statistical offices are introducing **profiling of enterprises** as a new task of the statistical business register. Profiling in Germany aims at analyzing the structure of enterprise groups in order to identify within enterprise groups **enterprises** as defined by European law (Reg. 696/93).

The project plan for the implementation of the profiling activities in Germany foresees two years for testing methodology, organization as well as IT tools and templates. Each test year is subject to thorough evaluation. The first test year of national profiling in Germany was concluded and evaluated in spring 2018.

The presentation will focus on the following issues:

Organization of Profiling in Germany: The staff for manual profiling consists of employees of the 14 Statistical Offices of the Laender. The tasks of the Federal Statistical Office are to coordinate, evaluate and ensure high quality of the work as well as to improve the methodology of manual profiling. A working group of German Profilers and Structural Business Statisticians develops the algorithms for automatic profiling. The Federal Statistical Office executes the outputs of the automatic profiling centrally.

Evaluation Aspects: The evaluation process covers different aspects of the process **profiling of enterprises:** organizational matters, methodology of manual profiling, analysis of the results, IT-tools, profiling service desk and unified external image of profiling.

Evaluation methods: The evaluation requires different methods and tools: Interviews, surveys, discussions and data analysis were used to generate findings in the evaluation of the first year.

Key findings: The findings of the evaluation were collected in an evaluation report. Based on them the methodology, organization, IT tools and templates will be updated and improved. In addition, the Federal Statistical Office directly addressed the responsible decision making bodies for the different aspects.

The presentation will demonstrate important findings of the evaluation of the first year of test profiling of enterprises in Germany. Finally the presentation will provide a short outlook for the second test year of profiling in Germany including intensive profiling, plans for the second evaluation cycle and the roadmap for the 'go live' of profiling in summer 2019.