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STATISTICAL SUPPORT FOR ENTERPRISE DEVELOPMENT MANAGEMENT

The article emphasizes the growing role of statistical data in managerial decision-making and highlights the importance of applying statistical methods and tools within enterprise management systems. The relevance of studying the statistical support for enterprise development management under current economic conditions is substantiated. Theoretical approaches to the interpretation of the concept of enterprise development are examined. Based on the conducted analysis, the place of statistical support within the enterprise development management system is identified. The study clarifies the concept of statistical support for enterprise development management and proposes the author's interpretation of it as an integrated information and analytical system. The main functions, principles, structural components, and modern statistical tools for supporting enterprise development management are identified. A system of statistical indicators for the comprehensive assessment of the financial, production, human resource, innovation, environmental, and digital dimensions of enterprise development is developed. The paper identifies the main challenges and summarizes the directions for the transformation of statistical support in the context of the digital economy. A comparative analysis of traditional and digital models of statistical support is conducted. Furthermore, a conceptual model of statistical support for enterprise development management based on the principle of continuous information and analytical support for the management process is proposed. The practical significance of the proposed approaches for improving the effectiveness of strategic enterprise development management is substantiated.

Keywords: statistics; statistical methods; statistical indicators; statistical support; managerial decision-making; enterprise development management.