



The Future of Data for a Future-ready Filipino and Filipina Youth



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04 October 2023



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[AnalyticsAndAIAssociationOfThePhilippines](https://www.facebook.com/AnalyticsAndAIAssociationOfThePhilippines)



[analytics-ai-association-of-the-philippines](https://www.linkedin.com/company/analytics-ai-association-of-the-philippines)



In 2015

"Silicon Valley is coming.

There are hundreds of startups with a lot of brains and money working on various alternatives to traditional banking. The ones you read about most are in the lending business, whereby the firms can lend to individuals and small businesses very quickly and — these entities believe — effectively by using Big Data to enhance credit underwriting."

- JPMorgan CEO Jamie Dimon

"40% of businesses, unfortunately, will not exist in a meaningful way in 10 years. 70% of companies would 'attempt' to go digital but only 30% of those would succeed."

- CISCO then CEO John Chambers

2012

Rank		
1		Exxon Mobil ▲417,166.7
2		PetroChina ▲326,199.2
3		Apple Inc. ▲321,072.1
4		ICBC ▲251,078.1
5		Petrobras ▲247,417.6
6	 	BHP Billiton ▲247,079.5
7		China Construction Bank ▲232,608.6
8	 	Royal Dutch Shell ▲226,128.7
9		Chevron Corporation ▲215,780.6
10		Microsoft ▼213,336.4



2022

Rank		
1		Apple ▲2,913,000 ^[21]
2		Microsoft ▲2,525,000 ^[22]
3		Alphabet ▲1,922,000 ^[24]
4		Amazon ▲1,691,000 ^[23]
5		Tesla ▲1,061,000 ^[26]
6		Meta ▼935,640 ^[25]
7		Nvidia ▲732,920 ^[29]
8		Berkshire Hathaway ▲668,630 ^[28]
9		TSMC ▲623,930 ^[31]
10		Tencent ▼559,900 ^[27]

In 2022

Global Top
Companies by
Market Cap,
10 years apart

Source: <https://companiesmarketcap.com/>

Tech is the driver and the solution

From 2023
to 2027

Macrotrends driving business transformation

Trends ranked by share of organizations surveyed that identified this trend as likely or highly likely in the next 5 years



Increased adoption of new and frontier technologies



Broadening digital access



Broader application of Environmental, Social and Governance (ESG) standards



Rising cost of living for consumers



Slower global economic growth



Source
World Economic Forum, Future of Jobs Report 2023.

Source: <https://www.weforum.org/agenda/2023/04/future-jobs-2023-fastest-growing-decline>

Big Data and Analytics skills will even be more in-demand

From 2023
to 2027

Fastest growing vs. fastest declining jobs

Top 10 fastest growing jobs

1.	AI and Machine Learning Specialists
2.	Sustainability Specialists
3.	Business Intelligence Analysts
4.	Information Security Analysts
5.	Fintech Engineers
6.	Data Analysts and Scientists
7.	Robotics Engineers
8.	Electrotechnology Engineers
9.	Agricultural Equipment Operators
10.	Digital Transformation Specialists

Top 10 fastest declining jobs

1.	Bank Tellers and Related Clerks
2.	Postal Service Clerks
3.	Cashiers and ticket Clerks
4.	Data Entry Clerks
5.	Administrative and Executive Secretaries
6.	Material-Recording and Stock-Keeping Clerks
7.	Accounting, Bookkeeping and Payroll Clerks
8.	Legislators and Officials
9.	Statistical, Finance and Insurance Clerks
10.	Door-To-Door Sales Workers, News and Street Vendors, and Related Workers

Source: <https://www.weforum.org/agenda/2023/04/future-jobs-2023-fastest-growing-decline>

Future vs Present

The 1st Labor Market Intelligence Report on the Philippines Analytics Sector

In 2022
@PH

On February 4, 2022, AAP was joined by industry leaders during the launch of the 2022 Philippines Analytics Sector Labor Market Intelligence Report, a landmark study on the state of the Analytics sector in the country.

TESDA (then Sec. Isidro Lapeña), DICT, IBPAP, MAP (now DTI Sec. Fred Pascual), PMAP, Accenture, UST, and Eskwelabs provided their reactions to the study.



Using Big Data and Analytics for LMI

Quantitative

- AAP Survey
- Project SPARTA Professional Maturity Survey
- Project SPARTA Industry Maturity Survey
- Government Statistics (CHED, POEA, ADB, PSA)

Qualitative

- Focus Group Discussions
- Key Informant Interviews
- Desk Research

Big Data

- Facebook Marketing API
- Facebook Groups
- LinkedIn Jobs
- Google Search Trends

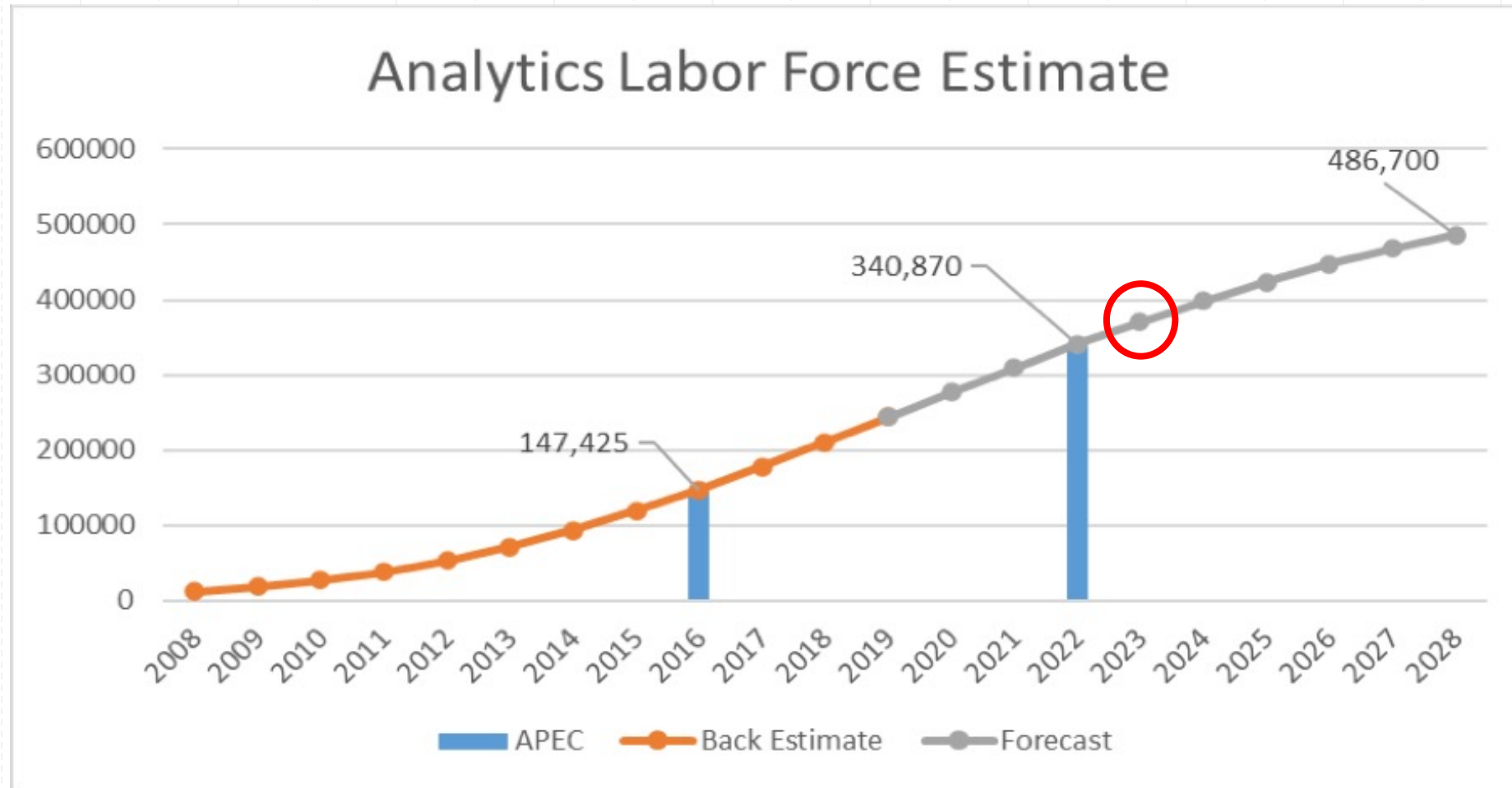
Key Findings on our Analytics Sector

In 2022
@PH

- Interest in Data Analytics roles had been **on the rise since 2012**.
- Role definitions have **started to disentangle** from “Data scientist”, but high overlaps remain.
- Data Analyst, Data Scientist, and Data Engineer job families are popular, but **Data Stewards** were not. Analytics Instructors are a distinct (unrecognized) sector.
- **IT and Financial services industries** employed data talent the most, but new industries were emerging such as Healthcare.
- Most mainstream Analytics curricula **focused on technical skills** such as math and programming. Soft skills and ethics were clear gaps.
- **Female participation** rate in Analytics-driven industries is encouraging, although wage gaps were still evident.
- Analytics work is location-independent, allowing workers from **outside NCR to participate** in NCR jobs and wage levels.
- Data Analytics jobs proved to be **resilient** during the COVID-19 pandemic, as demand remained high even with downturn in the economy.

Can we meet the demand for these skills?

In 2022
@PH



Forecasts considering APEC projection of 340,870 by 2022, CHED's reported growth in annual tertiary graduates from programs related to the sector of 3% in 2008 to around 11-12% by 2019.



Q "analytics"

People ▾

Philippines 1 ▾

About 77,000 results



Q "big data"

People ▾

Philippines 1 ▾

About 5,000 results



Q "data science"

People ▾

Philippines 1 ▾

About 9,100 results



Q "data engineer"

People ▾

Philippines 1 ▾

About 3,000 results



Q "machine learning"

People ▾

Philippines 1 ▾

About 7,800 results



Q "AI engineer"

People ▾

Philippines 1 ▾

94 results

Present

**LinkedIn search as of
Oct 4, 2023*

For a future skills-ready workforce

The **Analytics Association of the Philippines (AAP)** is the Philippines' National Industry Board for Analytics and Artificial Intelligence* formed to take the lead in driving the growth and evolution of this sector in the country.

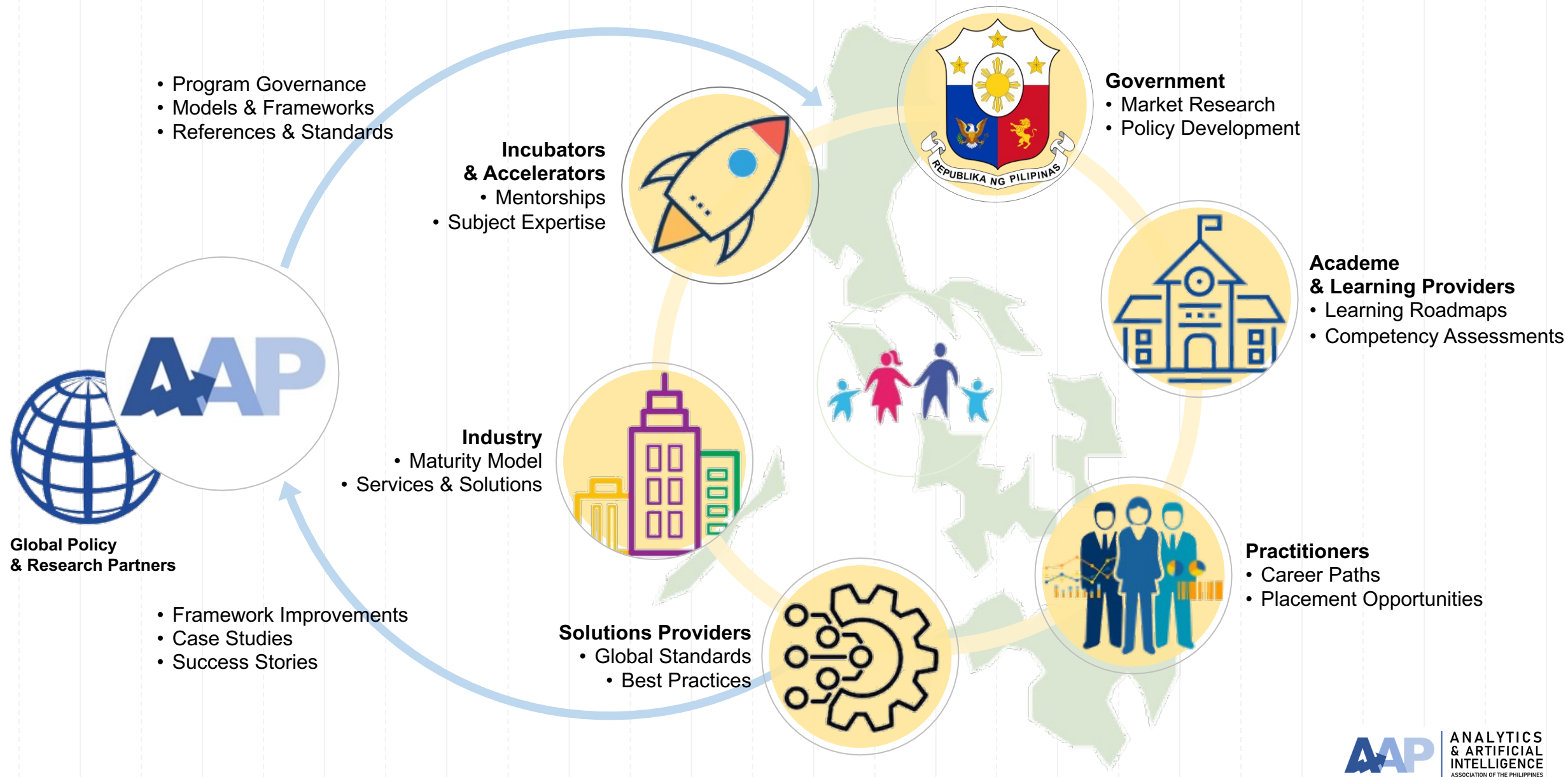
Our Vision

A healthy and vibrant Philippines ecosystem composed of the Government, Private Sector, Academia, and Professionals utilizing Analytics and Artificial Intelligence for the good of society.

Our Mission

To develop and promote the practice of Analytics and Artificial Intelligence—across the data value chain—in the Philippines.

The Analytics & AI Ecosystem of the Philippines



Public Programs and Policy-Making

AAP members are called upon to participate in the various national initiatives on Analytics and Artificial Intelligence by the various government agencies. In doing so, AAP members contribute largely in shaping programs for the sector.



Creation of the Philippines Skills Framework on Data & Artificial Intelligence



Development of an Analytics Specialization in STEM



Review of ISO Standards on Big Data & Artificial Intelligence for Adoption as Philippine National Standards



Development of Analytics & AI in TVET



Development of the Philippines Governance Framework for Ethical Use of AI

Chair of TWG for the National AI Strategy Implementation



Creation of an Undergraduate Degree Program in Data Science

Mobilizing Public-Private-Academe sectors



DTI Competitiveness Bureau

3d · 🌐

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Look | The [DTI Competitiveness and Innovation Group \(DTI-CIG\)](#) in collaboration with the [Analytics & Artificial Intelligence Association of the Philippines \(AAP\)](#), brought together a dynamic assembly of more than 60 participants from diverse backgrounds – industry leaders, educators, government representatives, and forward-thinking visionaries held on 15 August 2023 at the AVR, BOI, Makati City.

The event centered around the key objectives:

1. Taking stock of the progress in implementing the strategic dimensions and tasks outlined in the National AI Strategy Roadmap
2. Delving into how the strategic dimensions and tasks align with the guiding AI principles; and
3. Cultivating a commitment from stakeholders for the continued implementation of the AI Roadmap.

Through engaging breakout sessions focused on Digitization and Infrastructure, Workforce Development, Research and Development, and Governance, attendees explored strategies and insights crucial for shaping the AI landscape in the Philippines.

This collaborative effort is a significant stride towards advancing the AI ecosystem in our country, emphasizing responsible AI development, ethical considerations, and strategic growth.



AI GOVERNANCE AND POLICY WORKSHOP
15 August 2023

COMPETITIVENESS
AND
INNOVATION

Lending expertise to public platforms



Tech Trends is a self-development program for Filipinos which aims to offer informative discussions through a series of webinars on emerging technologies. It also aims to enable more opportunities for the key players in the ICT industry. DICT-ICT Industry Development Bureau partners with the AAP in organizing topics for Analytics and Artificial Intelligence.

TECHTRENDS DATA ANALYTICS
An Introduction to the Fundamentals, Analytical Methods, and Ethics in Data

BASIC SESSION
May 24, 2022 | 2PM (GMT +8)
via Zoom and Facebook Live

Michelle Alarcon
President, Analytics Association of the Philippines, Inc.
Analytics, the Data Value Chain, and Analytical Methods

Dominic Ligot
Treasurer, Analytics Association of the Philippines, Inc.
Ethics in Data and Artificial Intelligence

Host & Moderator
Sherwin Pelayo
Executive Director, Analytics Association of the Philippines, Inc.

For inquiries, please contact:
https://www.facebook.com/DICTIIDB
iidsb-bap@dict.gov.ph

SCAN TO REGISTER

iidsb ICT INDUSTRY DEVELOPMENT BUREAU

The Basics of Analytics drew in 1,000 Zoom attendees and 500+ live viewers in Facebook.

TECHTRENDS ARTIFICIAL INTELLIGENCE

BASIC SESSION
Introduction to Artificial Intelligence and its Role in Society

1K+ 500+
REGISTRANTS ZOOM ATTENDEES

OVER 13K PEOPLE REACHED

DICT-IIDB FACEBOOK PAGE **1813 VIEWS**
DICT FACEBOOK PAGE **4713 VIEWS**

THANK YOU FOR YOUR SUPPORT!

For inquiries, please contact:
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iidsb ICT INDUSTRY DEVELOPMENT BUREAU

The Basics of Artificial Intelligence headlined Microsoft and drew in 500+ Zoom attendees.

Helping industries prepare for the future-skilled workforce



LEADERSHIP SERIES

SPOTLIGHT ON PREPARING ORGANIZATIONS FOR AI AND ANALYTICS TALENT

AUGUST 31, 2023
5:00 PM – 6:30 PM
VIA ZOOM

This session aims to explore ways your organization can be ready for AI and Analytics, especially in attracting, developing, engaging, and retaining top talent.



The MOU aims to strengthen the partnership of AAP and PCCI in empowering students and undergraduates of ICT programs of colleges and universities, with PCCI certifications related to data analytics, and improve training programs to include data analytics certified by the PCCI and its local chapters around the country.

Joining the AAP means becoming a part of a vibrant and dynamic community of people and organization who, together, are building the Analytics and Artificial Intelligence ecosystem of the Philippines.



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