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METHODOLOGICAL APPROACHES OF THE DIGITAL ECONOMY FROM THE PERSPECTIVE OF STATISTICAL FORECASTING METHODS

Summary

The spread of digital technologies over a long period determines the development trajectories of the economy and society and has more than once led to radical changes in people's lives. The formation of a digital economy is one of the priority directions for most countries of the world. As a rule, they are characterized by a long period of implementation of the "digital development agenda" and the succession of priorities - from the construction of the basic information and communication infrastructure to the formation of a coordinated policy in this area and programs to support the wide implementation of digital technologies. In recent years, the transformation of activity models in the business and social sphere has been unfolding, caused by the emergence of digital technologies of the new generation, which, due to the scale and depth of influence, have received the name "end-to-end": artificial intelligence, robotics, the Internet of Things, wireless communication technologies. According to estimates, their widespread implementation can significantly increase labor productivity. In the near future, it is the effective use of modern statistical methods of forecasting that will shape new methodological approaches to the digital economy and determine the competitiveness of both individual companies and entire countries that form the infrastructure and legal environment for further digitalization.

The article considers the methodological aspects of the use of multidimensional statistical methods, methods of economic statistics and information technologies in the study of the economic direction "digital economy". The peculiarities of the application of various statistical approaches, as well as the possibility of their combined use, are noted. Features of forecasting the main indicators of the socio-economic sphere are presented.

Keywords: multidimensional statistical methods, economic and statistical methods, forecasting indicators, digital economy.
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