



**SUPPORTING THE**

# **CANADA DIGITAL ADOPTION PROGRAM**

**A CASE STUDY**

- 1. Launched in March 2022, the Canada Digital Adoption Program (CDAP) provides financing, tools and resources to facilitate e-commerce and digital transformation for eligible Canadian businesses.**
- 2. ISED leveraged its data and digital know-how to develop the Program's data and reporting strategy. A significant effort was made to define key performance indicators (KPIs) and the approach to measure them.**
- 3. Data from multiple independent sources - including a business intelligence application and third-party reports - were refined and consolidated into a single, unified data model.**
- 4. This data model rests on an automated data cleaning pipeline that stores transformed data on a secure, cloud-hosted database.**
- 5. A business intelligence application was leveraged to ensure consistent data relationships and calculations across independent reports.**
- 6. The business intelligence application's advanced data visualization capabilities supported the creation and delivery of interactive self-service dashboards answering recurring, key questions.**
- 7. ISED was among the first to adopt cloud technologies and a business intelligence application for reporting purposes.**
- 8. ISED will continue to lead the way and increase its digital capacity with data analytics and dashboarding through programs like CDAP.**

