**Title: Increasing number of businesses and organizations adopt a data-driven approach to decision-making and strategy**

A new study by a leading market research and consulting firm has found that there is an increasing and significant trend among businesses and organizations in France to adopt a data-driven approach to decision-making and strategy, and that this trend is expected to continue and accelerate in the next few years.

According to the study, the main reasons for the increasing adoption of a data-driven approach to decision-making and strategy among businesses and organizations in France are:

\* The need for more accurate, timely, and relevant information and insights, to support and inform the decision-making and strategy-making processes and activities of the business or organization.

\* The need for more objective, evidence-based, and transparent decision-making and strategy-making processes and activities, that can ensure the accountability, integrity, and credibility of the business or organization, and the trust and confidence of its stakeholders.

\* The need for more innovative, agile, and responsive decision-making and strategy-making processes and activities, that can enable the business or organization to be more proactive, adaptive, and competitive in the market, and to seize and capitalize on new and emerging opportunities and trends.

The study also notes that the increasing adoption of a data-driven approach to decision-making and strategy among businesses and organizations in France will create new and significant opportunities and challenges for the IT industry, such as the need for new and specialized skills and expertise, the emergence of new and disruptive business models and players, and the potential for new and unforeseen ethical and social implications and impacts.