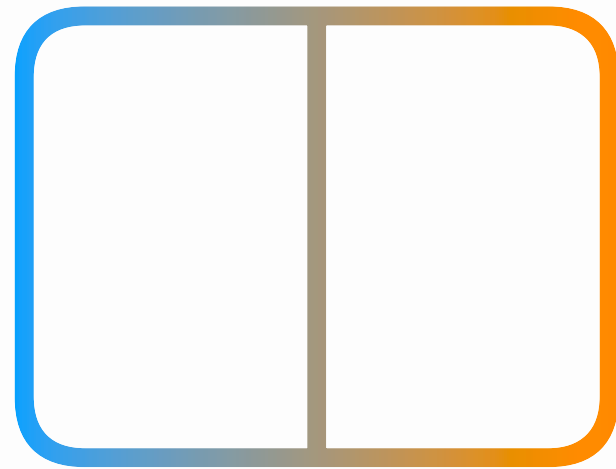
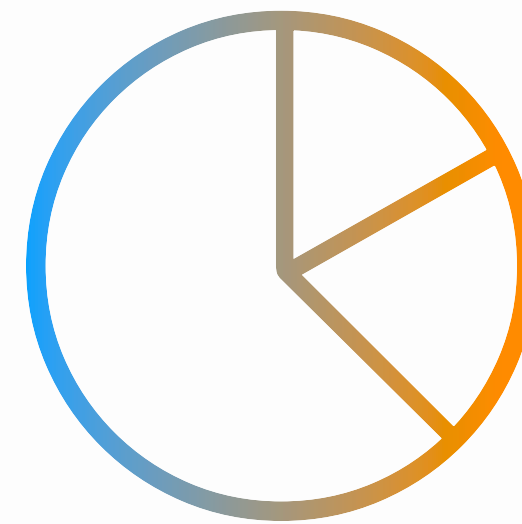


Essential Tools and Advantages of EBM



A/B Testing

Optimal resource usage



Data Analysis Tools

Better decision-making
Power BI, Tableau



AI, Machine Learning

Reduced risk and greater
accountability

EBM in Action & Real-World Examples



Google (Tech) Project Aristotle for team dynamics
Improving collaboration



Novartis (Pharma) Machine learning for drug development
Faster and safer results



Swiss Re (Insurance) Risk models for insurance
Improved accuracy in claims



Nestle (Consumer Goods & Sustainability) Data-driven
tracking and reducing environmental impact