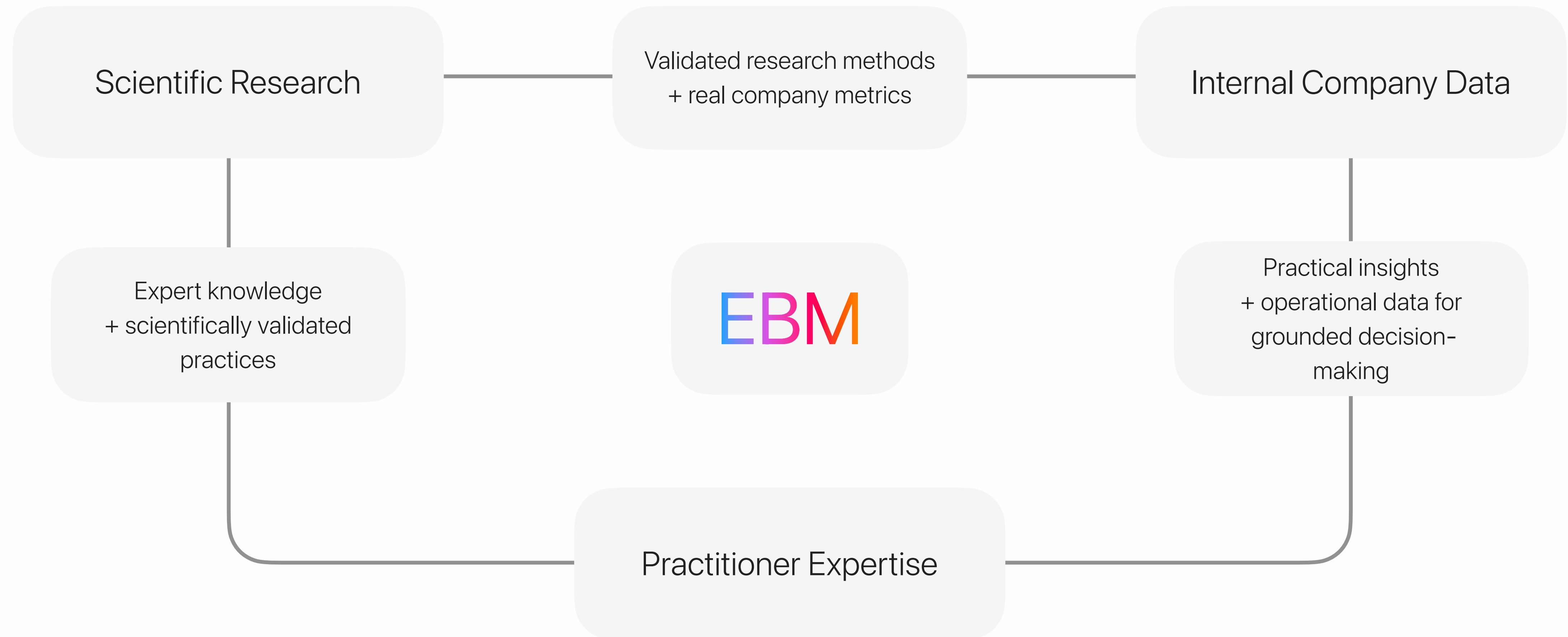


# What is Evidence-Based Management?

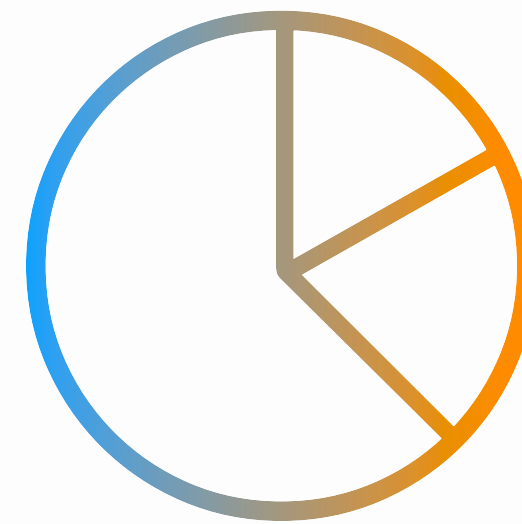


# Essential Tools and Advantages of EBM



## A/B Testing

Optimal resource usage



## Data Analysis Tools

Better decision-making  
Power BI, Tableau



## AI, Machine Learning

Reduced risk and greater  
accountability