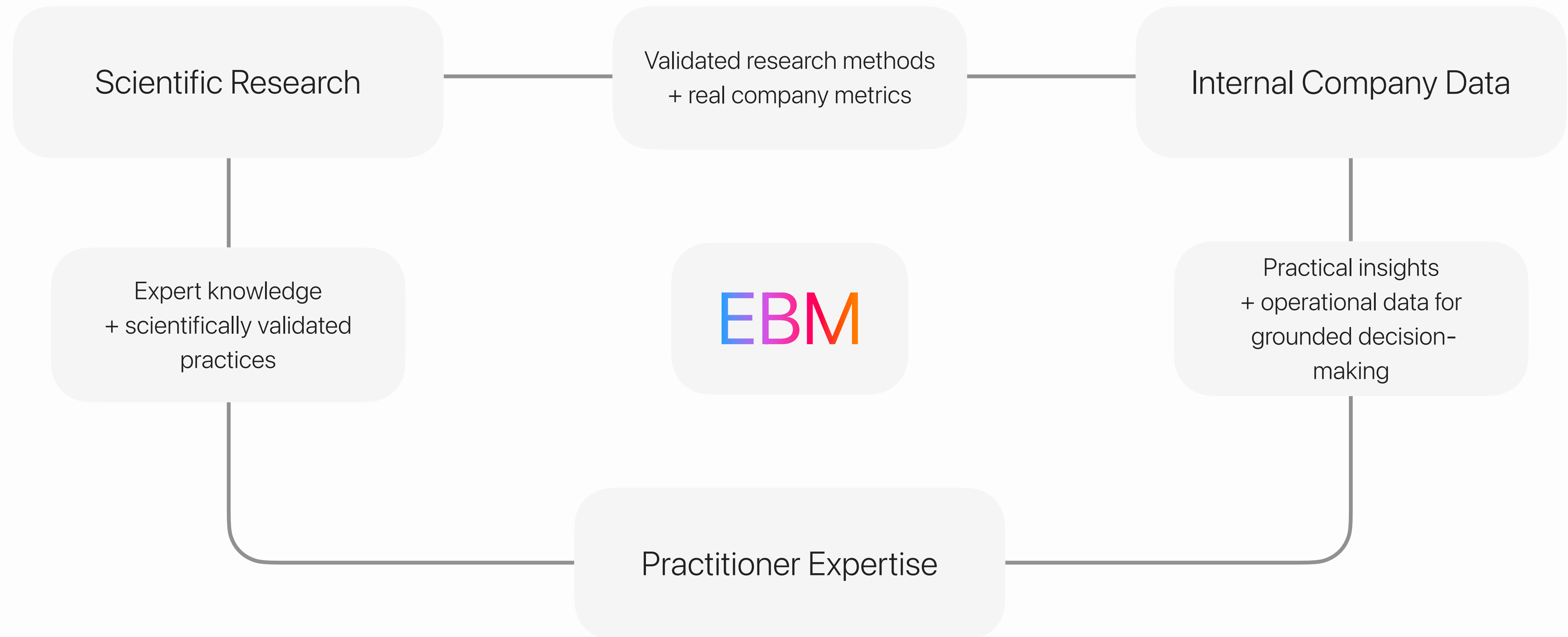


How AI is used in
decision-making

What is Evidence-Based Management?

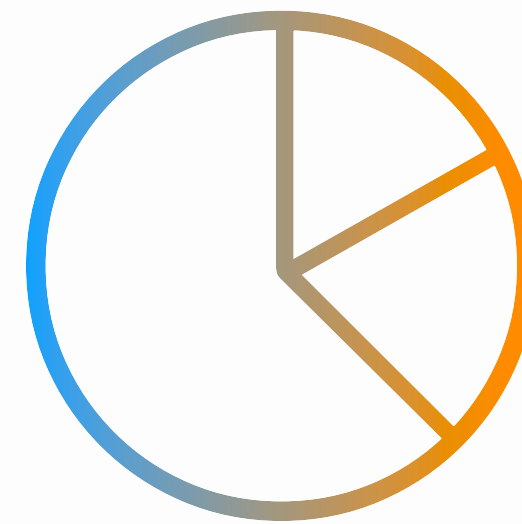


Essential Tools and Advantages of EBM



A/B Testing

Optimal resource usage



Data Analysis Tools

Better decision-making
Power BI, Tableau



AI, Machine Learning

Reduced risk and greater
accountability

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

Defining Business Analytics

Business analytics applies data analysis, statistical models & quantitative techniques to solve complex business challenges and support data-driven decision-making

Key Components:

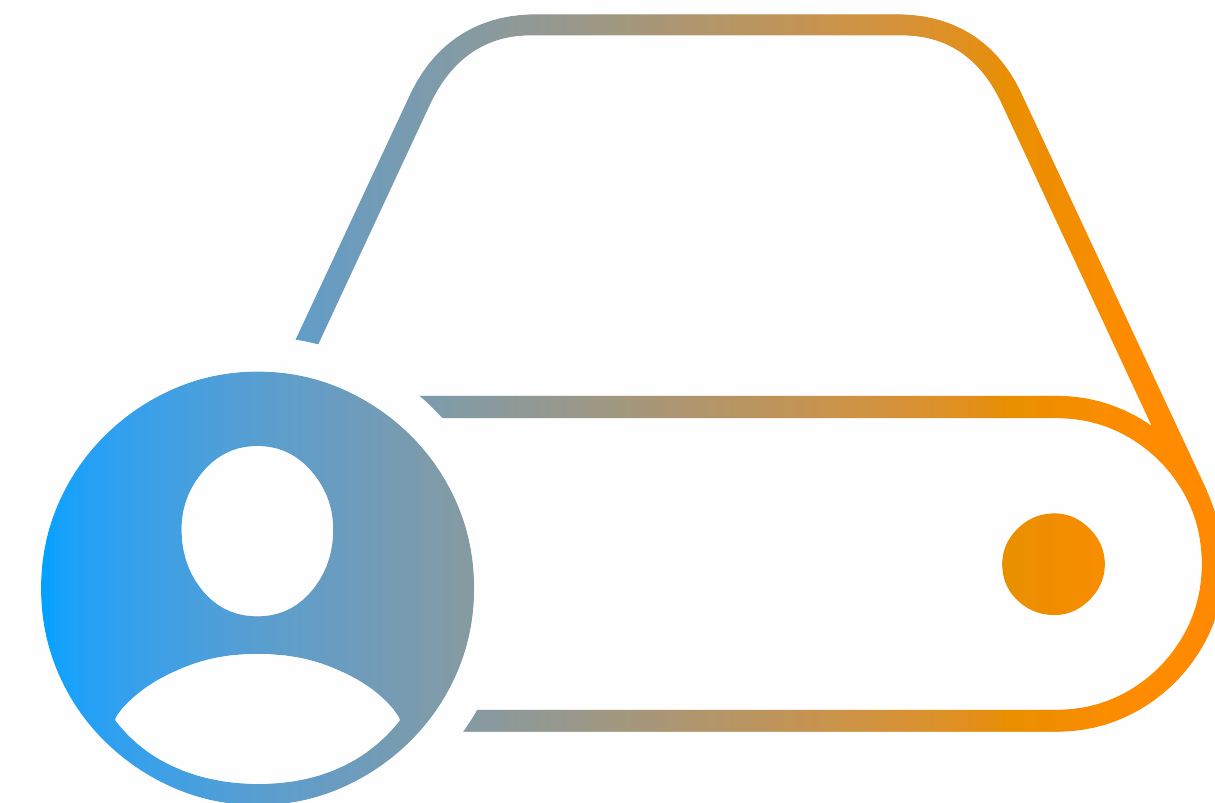
Data Management

Data Mining

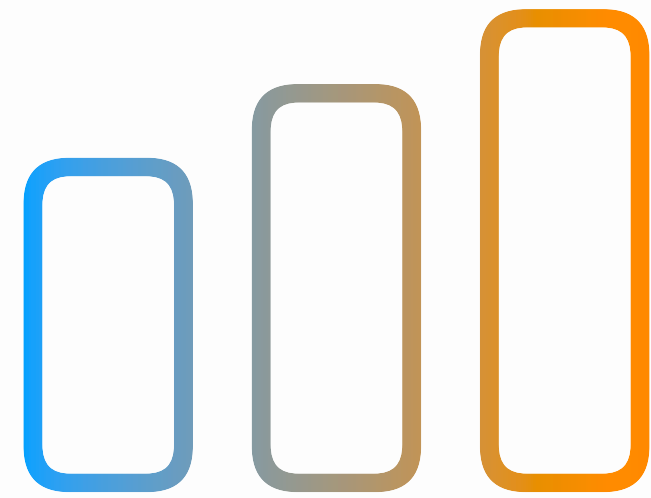
Statistical Analysis

Decision-Making Models

Performance Metrics

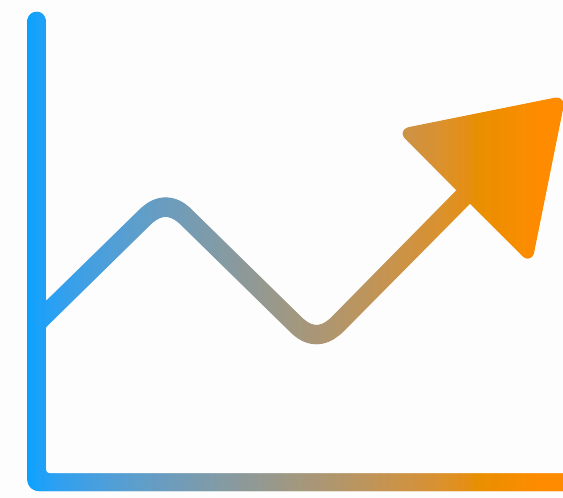


Three Key Types of Business Analytics



Descriptive

Analyses historical data to identify trends & answer "What happened?"



Predictive

Uses historical data to forecast future outcomes



Prescriptive

Recommends actions by answering: "What should we do?" using advanced techniques

Applications & Importance of Business Analytics

Applications

Finance: Risk management, fraud detection, financial forecasting

Marketing: Customer segmentation, targeted marketing, churn prediction

Operations: Supply chain optimisation, inventory management, production efficiency

Human Resources: Employee retention, workforce planning

Retail: Personalised recommendations, demand forecasting

Healthcare: Patient care optimisation, resource allocation

Importance

Informed decision-making

Improved efficiency

Risk mitigation

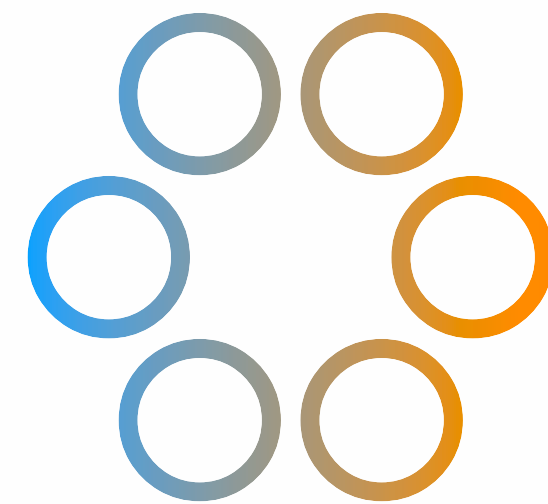
Customer insights

Competitive advantage

AI in Modern Decision-Making



Quick decisions based
on real-time data

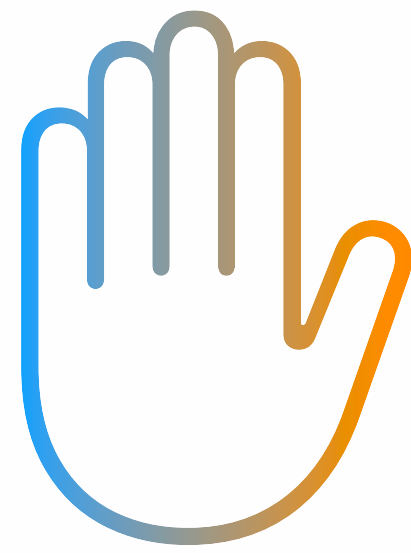


AI's role in self-driving
technology



Importance for
managers

Ensuring Trust & Ethics



Establishing Trust in AI

Transparency Training
and reliability



Ethical Challenges

Accountability and safety

Human-AI Decision-Making Models



Full Human to AI Delegation

AI makes decisions without any human intervention



Hybrid Sequential

AI to Human Decision-Making & Human to AI



Aggregated Human-AI

AI and humans collaborate, decisions are combined

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