

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

