

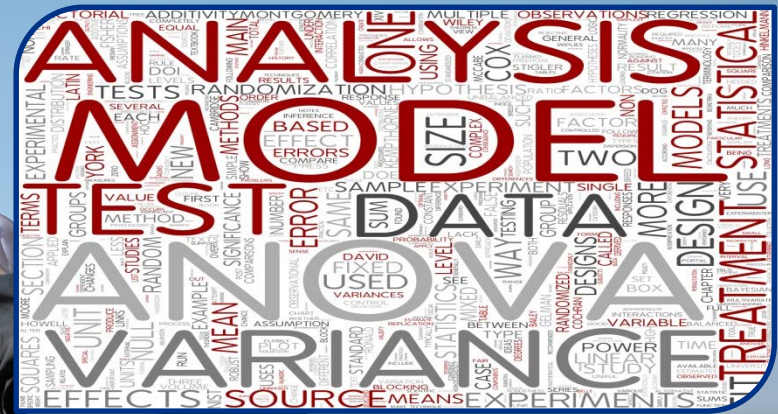
# Approche analytique – Passage de l'art à la science



A background image showing a bright sun low on the horizon over a body of water, with a sky filled with soft, white clouds. The sun is the central focus, creating a lens flare effect.

**Une efficacité accrue pour de  
meilleures décisions d'affaires**

# Approche analytique – Comment faire?





MEASURE  
SUCCESS



Production et  
Tarification

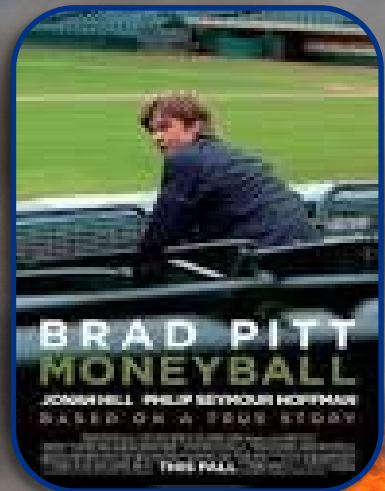
Marketing

Indemnisation

Stratégie



# Approche analytique – Les leçons apprises





# Approche analytique – Orientations futures

