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Data Driven Decision Making

## Why the Global Market is Paying a Premium for This Skill Set

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Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Digital Transformation | As companies undergo digital transformation, the need for data-driven decision making increases, with the World Economic Forum estimating that over 70% of companies will have undergone digital transformation by 2026 | World Economic Forum

Artificial Intelligence and Machine Learning | The growing adoption of AI and ML technologies requires professionals who can make informed decisions using data analytics, with the McKinsey Global Institute predicting that AI and ML will drive over \$2.5 trillion in economic value by 2026 | McKinsey Global Institute

Globalization and Complexity | As businesses operate in an increasingly complex and globalized environment, the ability to make informed decisions using data analytics is crucial for success, with the OECD noting that companies that invest in data-driven decision making are more likely to outperform their peers | OECD