

**"Business Analysis: A Title, A  
Role and A skillset"**

## Activities

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- ❖ Ice-breaker: "Two Truths and a Lie"
  - I have only been on a Plane 3x in my life so far.
  - My Educational Background is in Engineering
  - I am a Gym Rat I work out at least 4-times a week
- ❖ Discussion: "What is Business Analysis and Who a Business Analyst is?"

## WHAT IS BUSINESS ANALYSIS?

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According to the BABOK Guide, Business Analysis is the practice of **enabling change** in an organisational context, by **defining needs** and **recommending solutions** that deliver **value** to stakeholders.

## WHO IS A BUSINESS ANALYST?

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Business analysts are responsible for discovering, synthesizing, and analyzing information from a variety of sources within an enterprise, including tools, processes, documentation, and stakeholders. The business analyst is responsible for eliciting the actual needs of stakeholders and frequently involves investigating and clarifying their expressed desires to determine underlying issues and causes

# WHO IS A BUSINESS ANALYST?

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Business analysts perform these activities

- ❖ Understanding enterprise problems and goals
- ❖ Analyzing needs and solutions
- ❖ Devising strategies
- ❖ Driving change (Change Management)
- ❖ Facilitating stakeholder collaboration

# BUSINESS ANALYST:

## "A Role"

The BA role is evolving alongside the ever-changing business landscape. New areas are emerging where BAs can add significant value. Let's explore some exciting possibilities.

## Business Analysts in the Age of Data

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- ❖ **Business Intelligence (BI):** BAs play a key role in gathering user requirements, translating them into data queries, and ensuring BI dashboards meet business needs.
- ❖ **Data Analytics:** BAs can partner with data analysts to identify key metrics, interpret data insights, and translate them into actionable recommendations.

## Business Analysts and Process Automation

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- ❖ **Robotic Process Automation (RPA):** BAs can help identify repetitive tasks ripe for automation, document these processes thoroughly, and collaborate with developers to implement RPA solutions.



## The BA Advantage in Agile Environments

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- ❖ **Agile Project Management:** BAs can thrive in Agile environments by acting as user story champions, ensuring user needs are prioritized in the product backlog, and facilitating effective communication between stakeholders.

## Champions of Digital Transformation

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Digital transformation is fundamentally changing how businesses operate. Business Analysts are critical partners in this journey.

- ❖ Understanding Business Needs
- ❖ Technology Acumen
- ❖ Change Management Expertise




# Business

# Analysis:

# “A Title”



Multifaceted Role



Bridge Between Business and Technical Teams



Translating Business Needs into Actionable Solutions

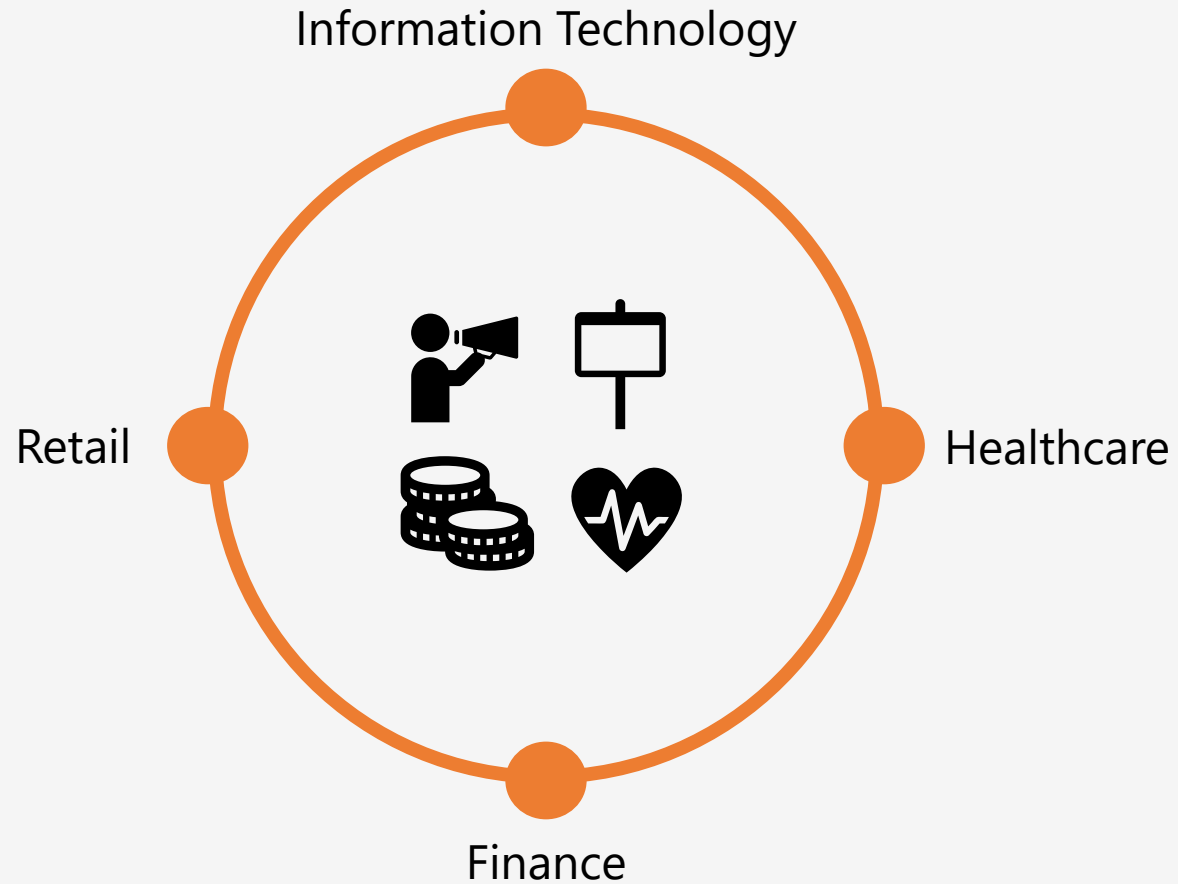


Requirements Custodians Ensuring Clarity, Conciseness and Completeness

# Business Analysis: A Title

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Some Industry Specific Roles:



# Business Analysis: A Title

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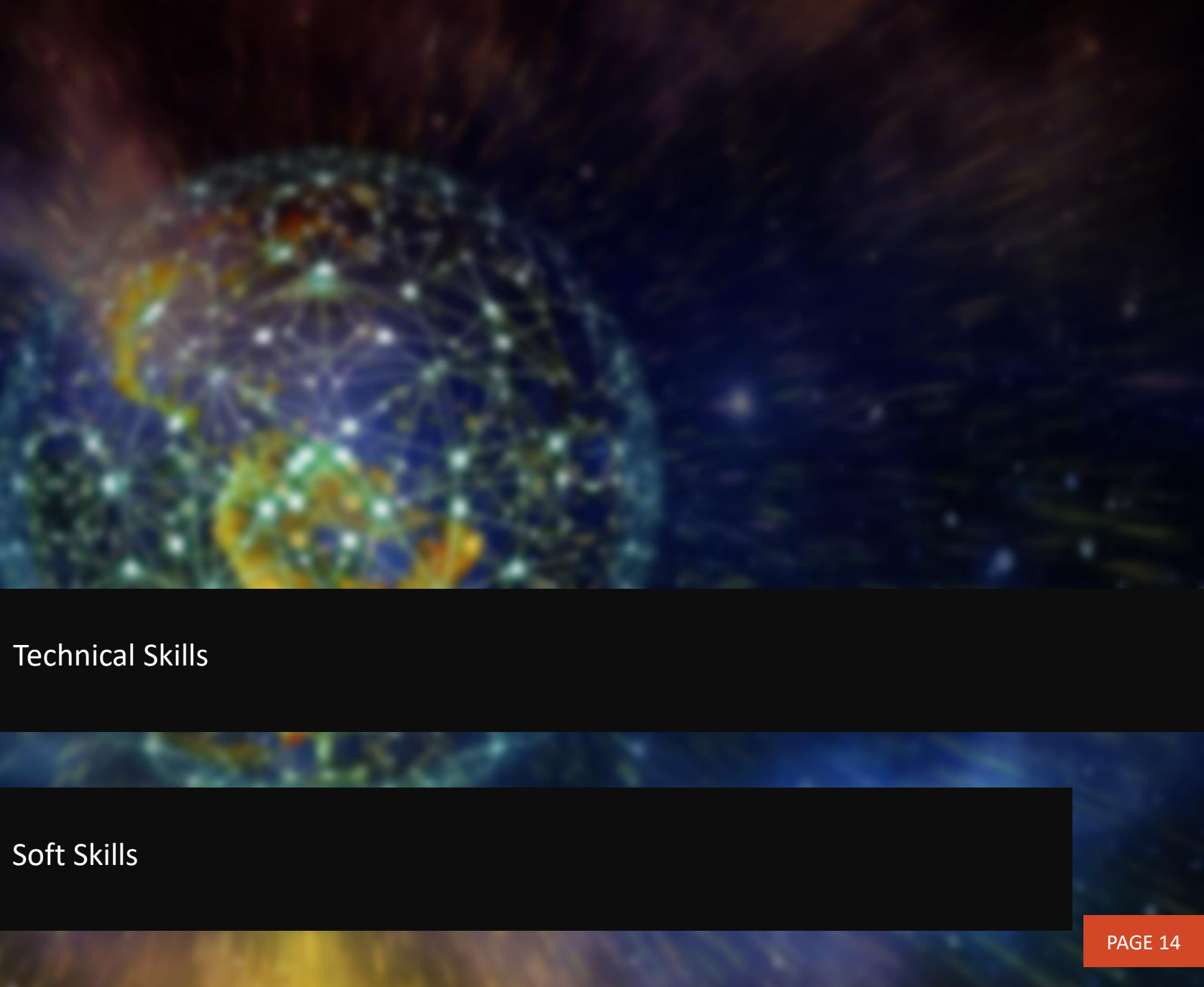
## Other Hats a Business Analyst Can Wear:

- ❖ Product Manager
- ❖ Project Manager
- ❖ Change Manager
- ❖ Product Tester
- ❖ Product Owner

### *The Many Hats of a Business Analyst*



# Business Analysis: "A Skillset"



Technical Skills

Soft Skills

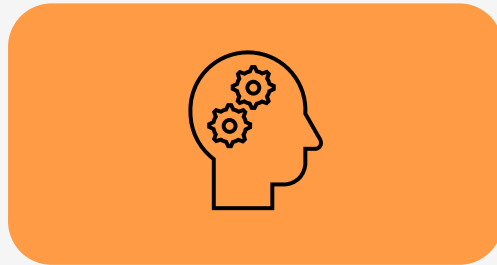
# The Skillset: Essential Skills for Business Analysts

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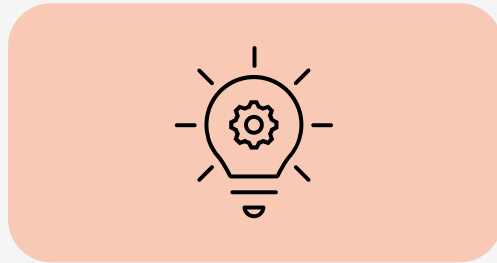
● Technical Skills

● Soft Skills

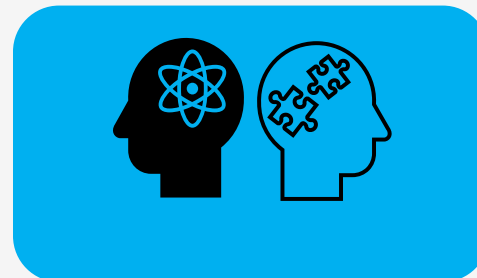
Behaviours



Knowledge



Characteristics



Personal Qualities

# Practical Tips for Aspiring Business Analysts

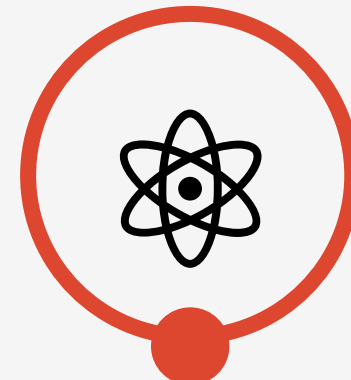
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Continuous  
Learning



Networking



Continuous  
skill Assessment



# Summary

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- ❖ Business Analysts are the backbone of successful projects and initiatives.
- ❖ We bridge the gap between business and technology.
- ❖ We are problem-solvers, communicators, and innovators.

**Useful BA Resource:** *The Business Analysis Handbook By Helen Winter*

# Summary

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Questions?