

BEHIND EFFECTIVE DECISION MAKING

THERE IS DATA AND METRICS, BUT ABOVE ALL

THERE IS GREAT ANALYSIS

Predicted Need of Corporates

| | Today's Work | Tomorrow's Work 3-5 years | % Report Increase |
|------------------------------------|--------------|---------------------------|-------------------|
| Elicitation and Collaboration | 100% | Business/Data Analytics | 80% |
| Requirements Analysis | 98% | Product Management | 67% |
| Solution Evaluation | 72% | Customer Journey Mapping | 63% |
| Business/Data Analytics | 71% | Solution Evaluation | 62% |
| Monitoring | 69% | Design Thinking | 61% |
| Requirements Life Cycle Management | | | |
| Testing | 62% | Organizational Change | 60% |
| Business Case Development | 60% | Business Architecture | 59% |

Source: Business Analysis in the Age of Digital Transformation Report

What we will cover

- What is Business Data Analytics
- 5 Domains of Business Data Analytics
- Business data analytics capabilities for the organization

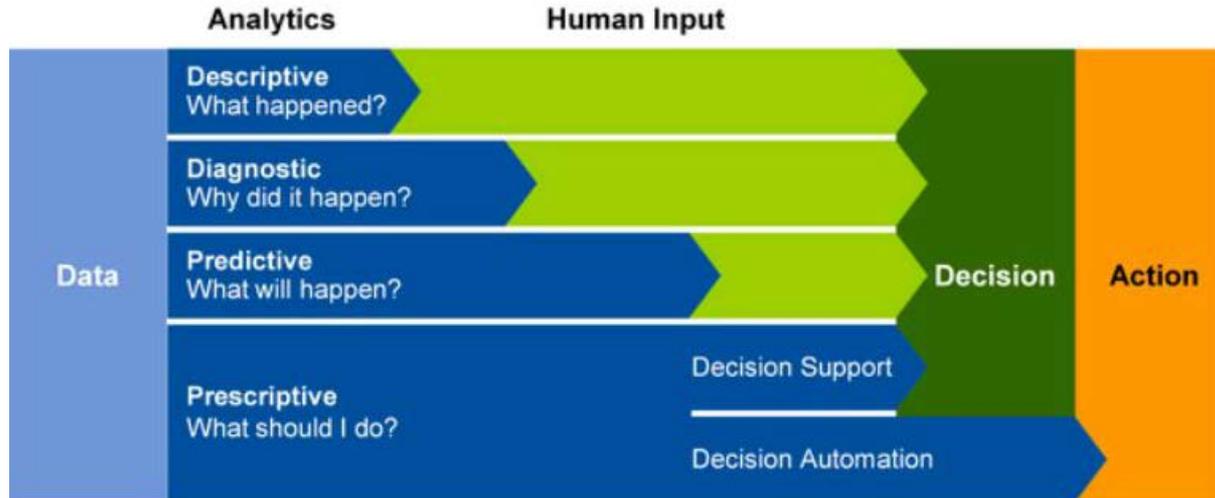


Business Data Analytics

“a practice by which a specific set of techniques, competencies, and procedures are applied to perform continuous **exploration, iteration, and investigation** of past and current **business data** for the purposes of obtaining insights about a business that can lead to **improved decision-making.**”

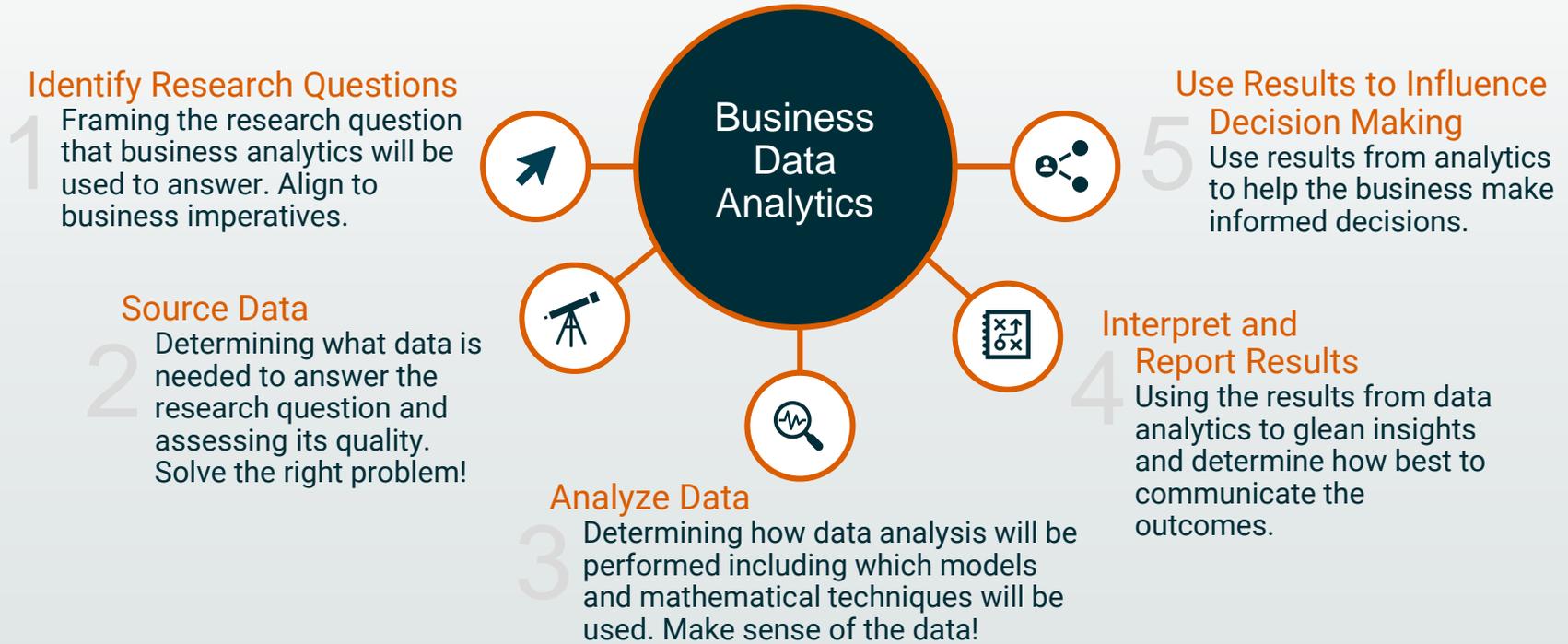
IIBA® Introduction to Business Data Analytics: A Practitioner's View (2019)

4 Types of Analytics Capability

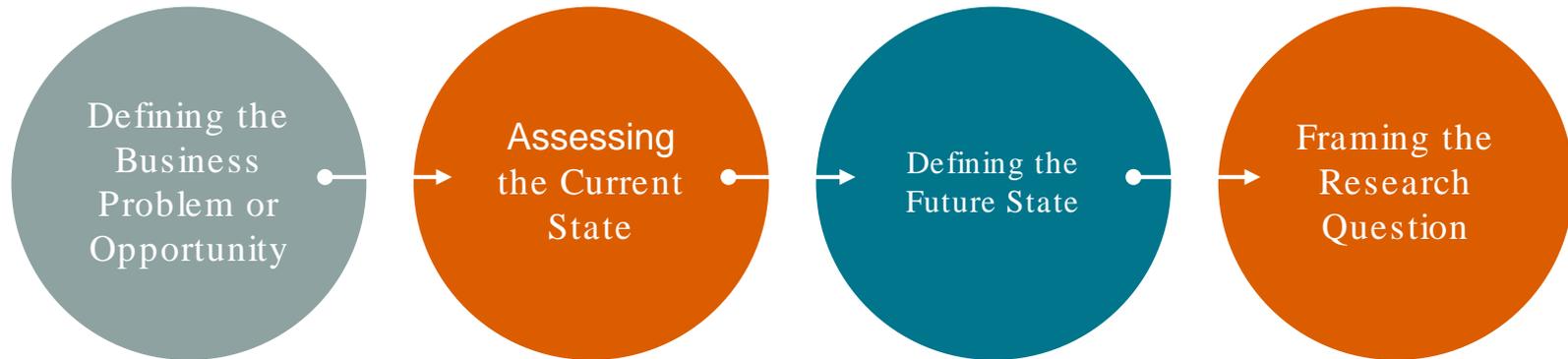


Source: Gartner (October 2014)

5 Practice Domains



Identify Research Question Activities



Source the Data Activities



Data Needed?

Determine what data is needed to answer the question

Data Exists?

Identify what data is collected and which is still needed

Timing?

Make decisions on how/when to collect data & what to scrub

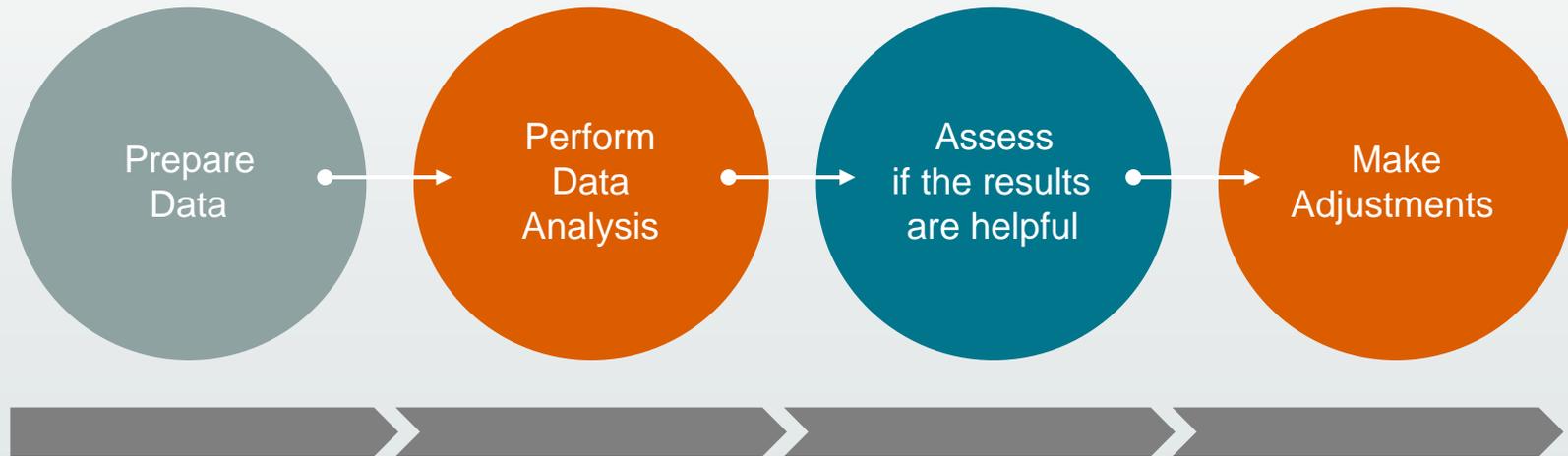
Quality?

Assess the quality of the data collected – explore the data

Adjust Approach?

Make changes to the acquisition approach as needed

Analyze the Data



Consider creating a hypothesis and experimenting with data

Interpret and Report Results



Interpret and Report Results - BA Activities



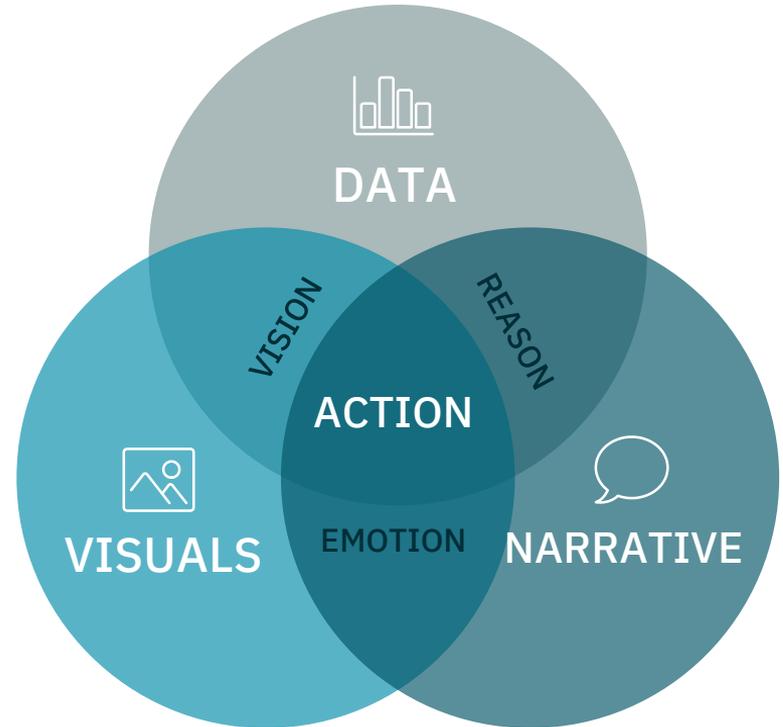
Storytelling with Data

Data Storytelling

- Start with the Business Question or Need
- Create a Plot for your story
- Understand Your Audience

Data Storytelling Tips & Tricks

- Simplicity
- Connection
- Visualizations
- Context



Making Sense of Data with Visualizations

- 1 What is the right graph for the story and situation
- 2 What does the audience need to know
- 3 Avoid Clutter- Keep it simple
- 4 Focus the Audience attention with visual perception
- 5 Derive insights from data – highlight important stuff
- 6 End with a 'call to action' of what audience is to do

Data Driven Decision Making Activities

Business Perspectives to Consider

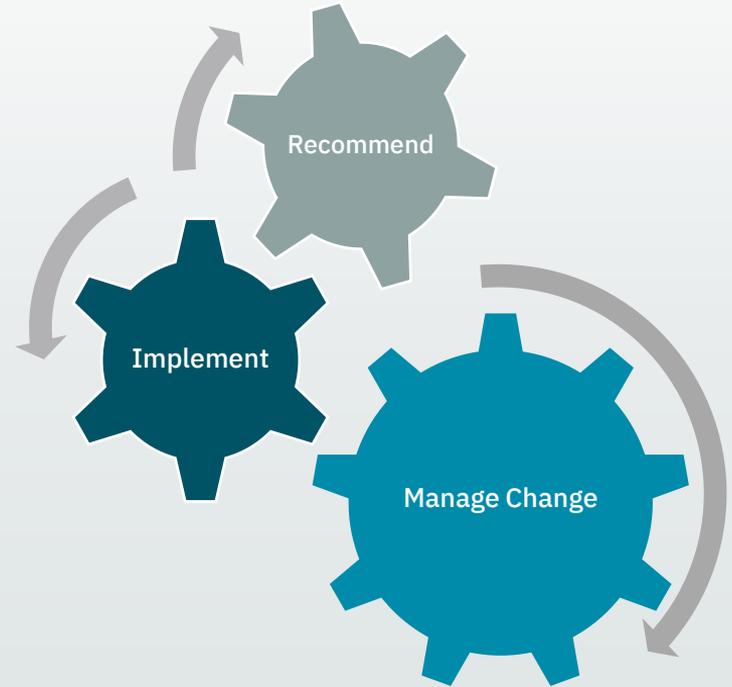
- Stakeholder assessment
- Current and emerging state in the market

Focus on Business Aspects

- It is about business problem solution
- It is NOT about the data, or the math or just a summary of findings

Presenting Findings

- Focus on crafting the message in business context
- Think about each stakeholder perspective



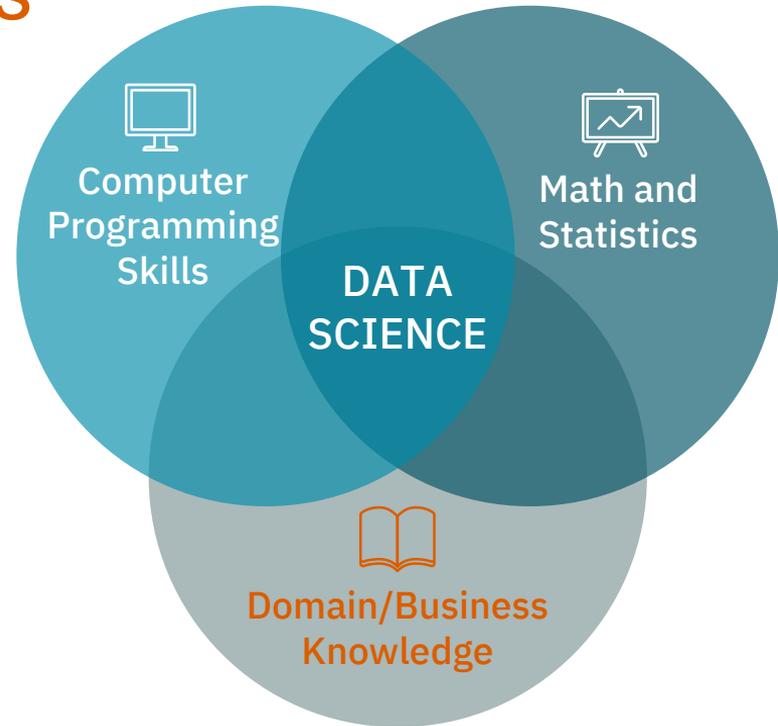
Improving data analytics capabilities with business analysis

Balance between business experience and analytics results for effective business decisions through a more collaborative approach.

Examples of sources of learning:

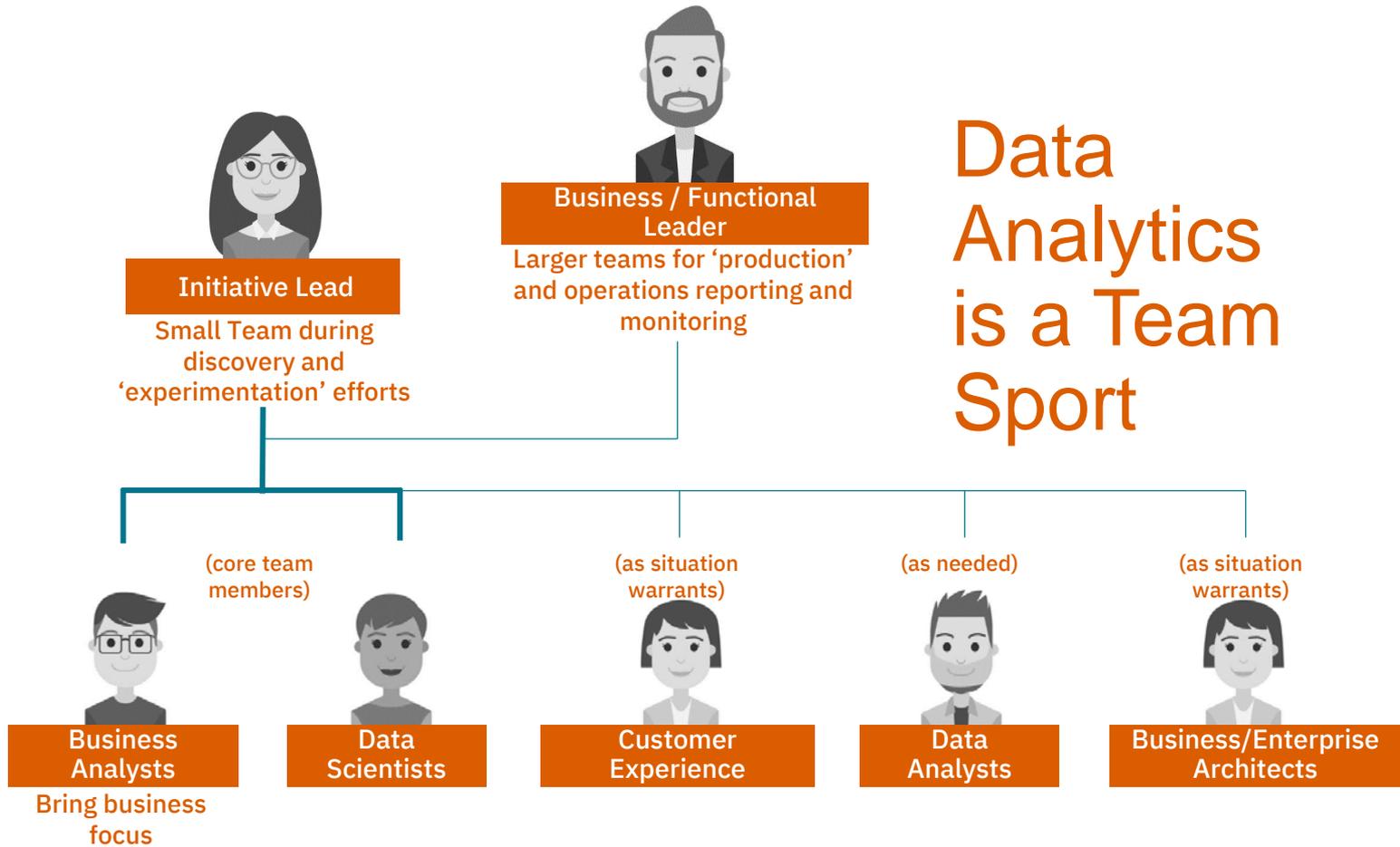
<https://thedataliteracyproject.org>

<https://www.coursera.org/specializations/introduction-data-science>



Team Size

Team Composition



Data Analytics is a Team Sport

Tools and skills for business analysis in the data science age

The new-age BA or B(A)A



Not just a 'requirement guru'



Draws insights from data



Storyteller – Builds narratives inclusive of data



Adept at visualization



Drives evidence-based decision making



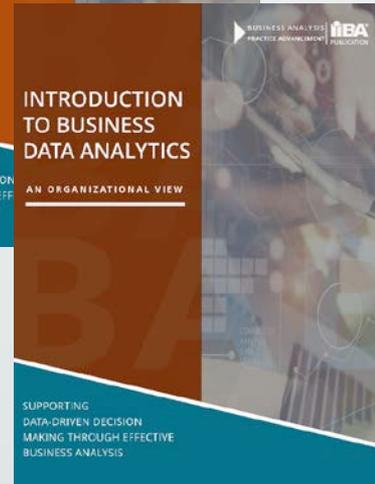
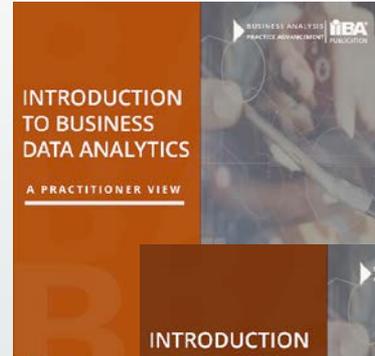
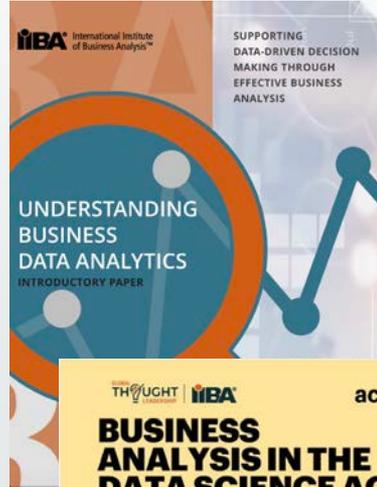
Takes a human-centric approach



An industry and business expert

IIBA Data Analytics Resources

- Certification
- Explainer Videos
- Infographics
- Guides
- White Papers
- Webinars



Questions?

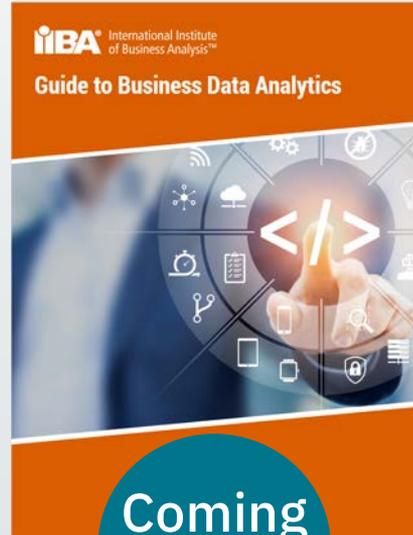
For product related questions
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