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How are business *analytics* (also known as data analytics) and business *analysis* different? (The terms often used interchangeably.)

The focus of business analytics is data and reporting – analyzing past business performance and predicting future business performance. The focus of business analysis is functions and processes – identifying business needs and recommending solutions.

While both of these fields involve data or system analysis, what is done with the data and what skill sets are required can be very different.

Here's a quick guide to help you understand the similarities and differences between the two fields.

	BUSINESS ANALYTICS/ DATA ANALYTICS	BUSINESS ANALYSIS
CAREER OVERVIEW	<p>The focus of business analytics is data and reporting – analyzing past business performance and predicting future business performance.</p> <p>Data analysts:</p> <ul style="list-style-type: none"> • Look at sales figures, competitive market research, and logistics data to interpret meaningful trends, gaps, and opportunities • Communicate findings to stakeholders and senior management through summaries, graphs, and forecasting models 	<p>The focus of business analysis is functions and processes – identifying business needs and recommending solutions.</p> <p>Business analysts:</p> <ul style="list-style-type: none"> • Evaluate an organization's business model, including documents, processes, systems, and technologies • Gather and translate business problems and requirements into language understandable by the technical teams • Liaison between the business and IT departments
SKILLS REQUIRED	<ul style="list-style-type: none"> • Programming skills in the languages used at an organization • Data visualization and presentation skills • Foundation in statistics (and potentially more advanced methods and algorithms, like machine learning, natural language processing, neural networks or "deep learning") • Ability to translate mathematical and statistical methods and results into business language to present to stakeholders and executives 	<ul style="list-style-type: none"> • Technical and business knowledge • Understanding of the specific technologies that the organization is using • Understanding of the overall business purpose and functions as well as the pain points within the business • Ability to speak in the technical terms used by internal departments • Ability to work well with others
RELATED JOB TITLES	<p>Related job titles in business analytics include:</p> <ul style="list-style-type: none"> • Data analyst • Data manager • Data technician 	<p>Related job titles in business analysis include:</p> <ul style="list-style-type: none"> • Business analyst • Operations analyst • Functional analyst • Strategy consultant

