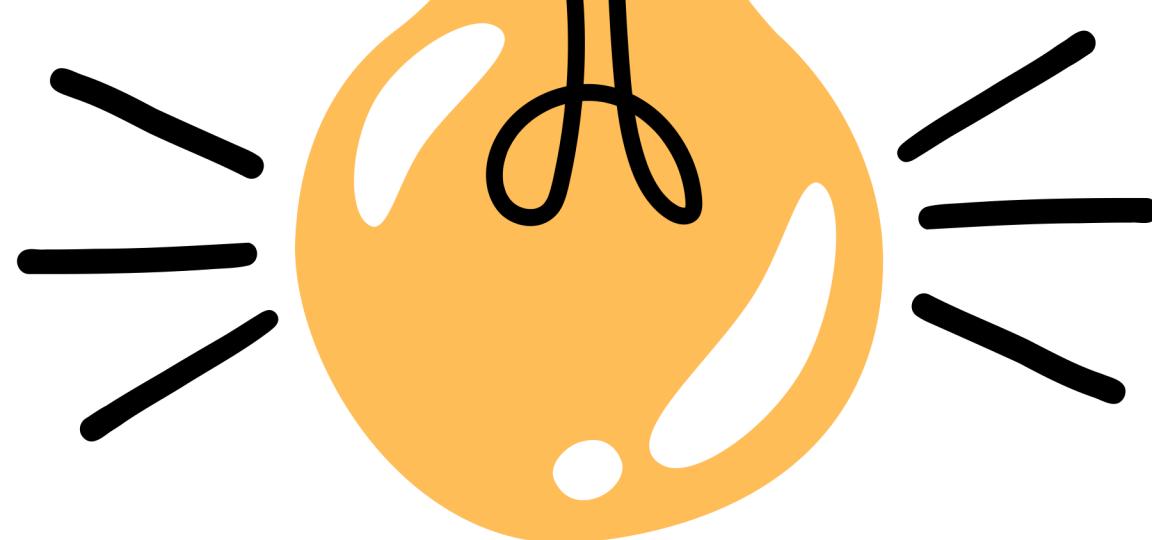




BUSINESS ANALYST



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By Lipsita Sahoo

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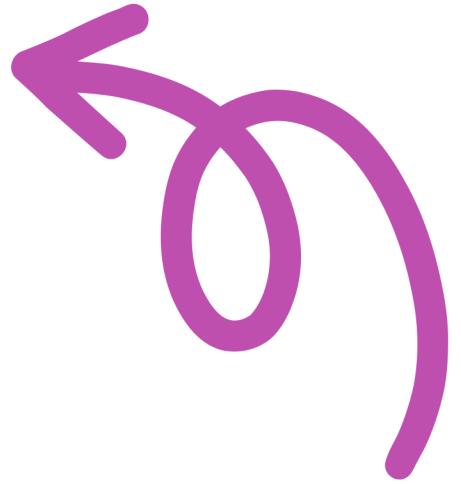
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INTRODUCTION



Business Analytics is the process by which businesses use statistical methods and technologies for analyzing historical data in order to gain new insight and improve strategic decision_making.



WHY BA IS IMPORTANT ?

What if you could analyze your past business performances and results, and use that information to prepare for the future ? That is essentially what business analytics is all about. Business analytics entails the analysis of data to create predictive models, as well as the application of optimization techniques, and communicating the results to employees and customers.



ROLE OF A BUSINESS ANALYST

- 1** Gathering & Prepare Business Requirements
- 2** Plan & Documents Requirements
- 3** Analyze & Model Requirements
- 4** Take up Change Requests
- 5** Perform Acceptance Testing





TYPE OF BUSINESS ANALYTICS



**Descriptive
Analytics**

**Predictive
Analytics**

**Diagnostic
Analytics**

**Prescriptive
Analytics**

**Cognitive
Analytics**





BENEFITS OF BA



- **IMPROVED DECISION MAKING**

It provides data driven insights that can help decision-makers make informed and more accurate decisions.

- **INCREASED EFFICIENCY**

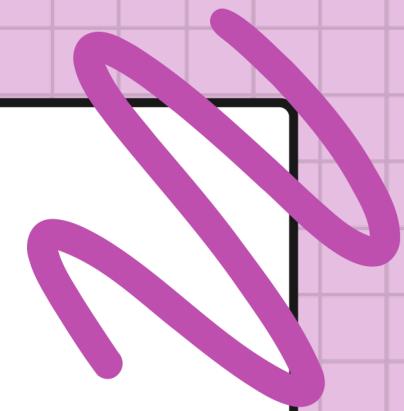
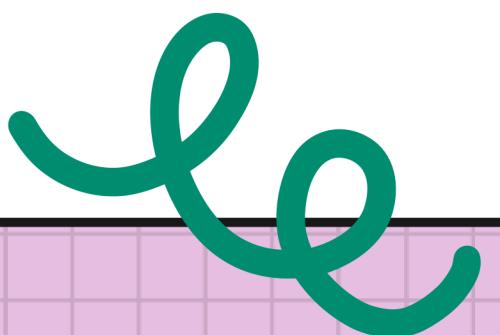
It can also help identify bottlenecks in the workflow and identify areas where processes can be streamlined.

- **COMPETITIVE ADVANTAGE**

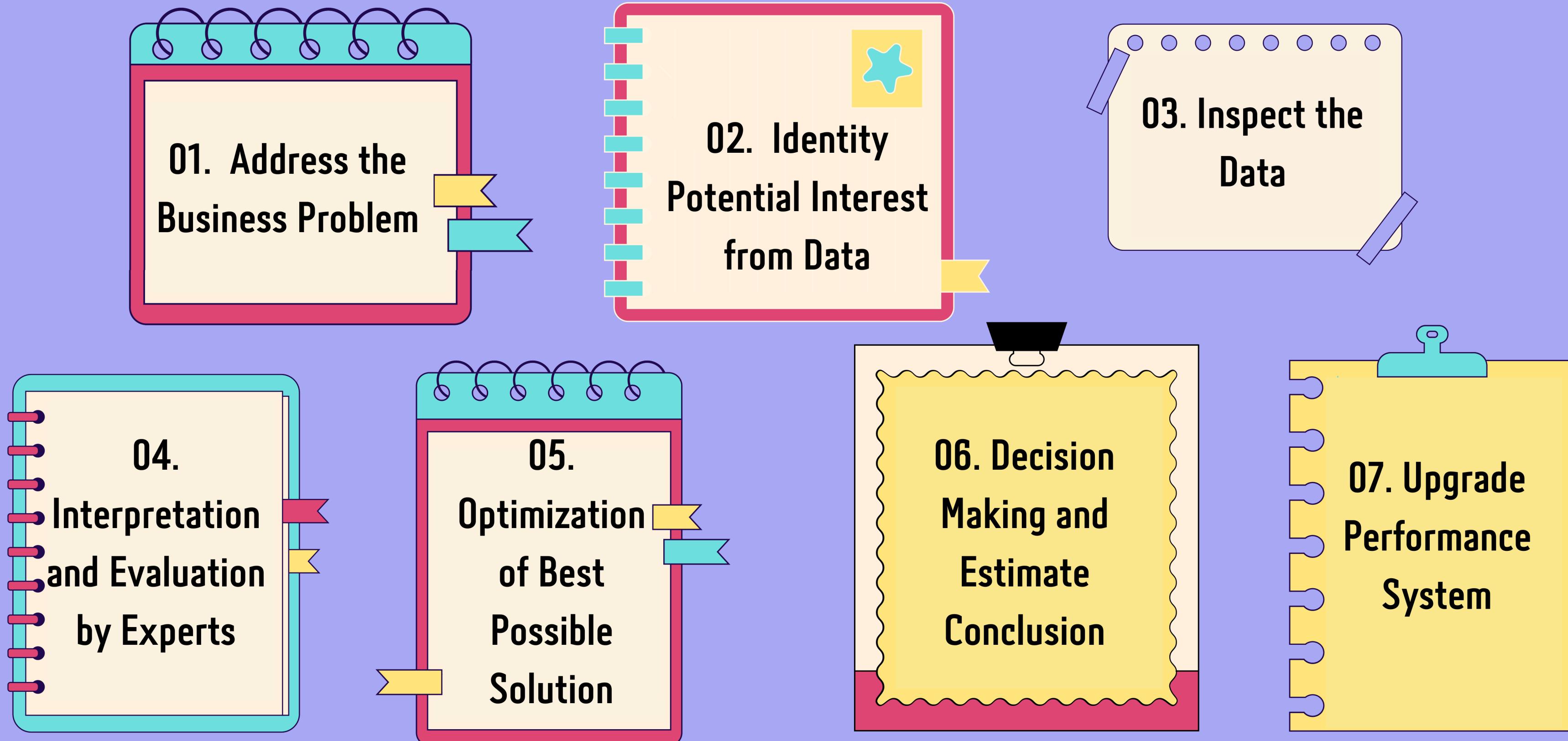
Business analytics can provide businesses with a competitive advantage by identifying new market opportunities.

- **COST SAVING**

It can also help identify areas where the business can save money.



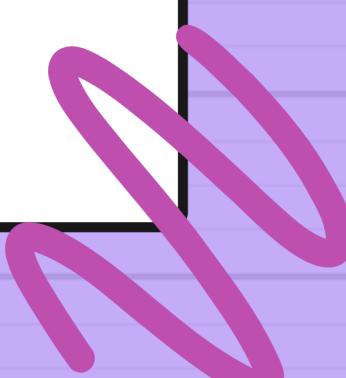
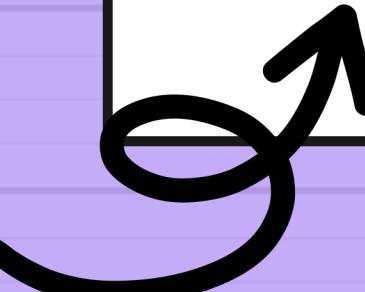
PROCESS OF BUSINESS ANALYTICS





5 ESSENTIAL SKILLS FOR BA :

- 1 **Negotiation:** Reach a commercially beneficial agreement without sacrificing relationship.
- 2 **Research and design:** Look further into a problem and begin to design a solution.
- 3 **Stakeholder management:** Cultivate positive relationships with everyone involved in an organisation.
- 4 **Business process modelling:** Recognise, understand, analyse rebuild business processes that are more efficient and effective.
- 5 **Financial modelling:** Understand core financial metrics of a business and model how to make the business more profitable



CONCLUSION



PROJECT GOALS

The conclusion of a business analytics project should be well-structured, concise, and tailored to the needs of the audience. It should effectively communicate the key takeaways and provide a clear roadmap for action based on the analysis.

thank you!

