

# DANA MENA

## Business Analyst Portfolio

### Welcome!

More than just a portfolio—think of this as my BA Superpower Handbook! Here, I showcase my skills, methodologies, tools, and tips to solve Business Analysis puzzles every day.

# What You'll Find Here

Your Guide to My BA Superpowers!

- 👋 About Me – A quick intro to my career journey and passions.
- 🔍 What is a BA? – A breakdown of what a Business Analyst actually does.
- 🛠️ My Work in Action – A showcase of methodologies and approaches (with templates!).
- 💻 My BA Toolkit – Tools I use for project management, data, visualization, prototyping & more!
- 🚀 Career Growth & Transferable Skills – BA career paths & key skills for growth.
- 🤝 Let's Connect! – Open to networking, collaboration & new opportunities.

Let's dive in!



# About Me



Hi! I'm Dana

I've worked on diverse **projects** across multiple **industries**—Automotive, Manufacturing, Finance, Transportation, Government, and Education—taking on **roles** such as L1-L2 support, application support, development, customer service and teaching.

Through these experiences, I gradually carved my path into **Business Analysis**, where I found the perfect match for my skills and passions in the IT World.

## Why Business Analysis?

- ◆ I love organizing and simplifying information—keeping things structured and efficient.
- ◆ I thrive on sharing knowledge, solving problems, and helping teams toward better solutions.
- ◆ I enjoy analyzing complex challenges, explaining concepts, and continuously learning.

As a BA I can do all this + being part of a team to drive meaningful change!!

If you're not quite sure what a BA role entails...

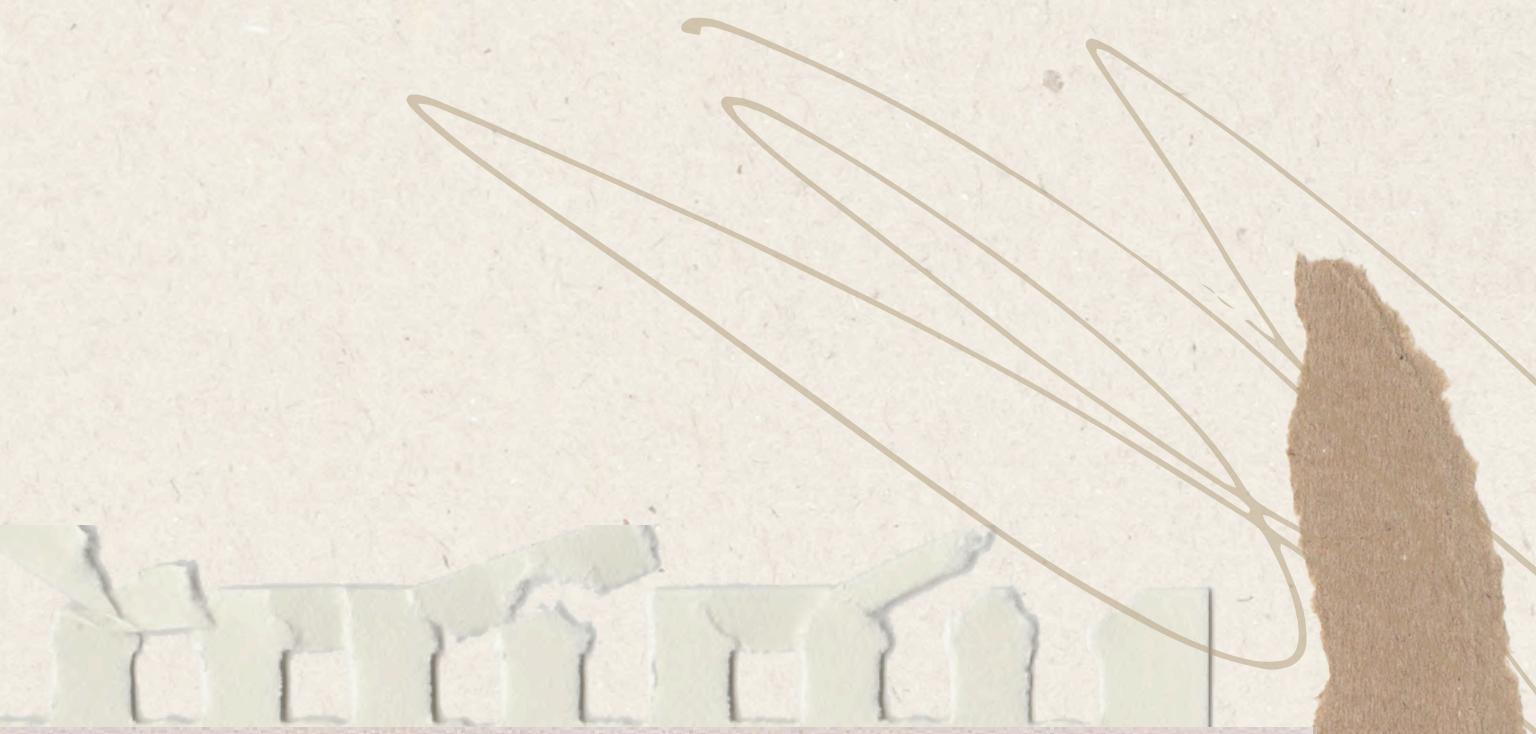
# What is a Business Analyst?

I ❤️ this simple & clear definition

**A Business Analyst's role is basically to bring clarity.**

Every BA deliverable, technique, or activity should aim to bring clarity to these key concepts:

- Context – The environment and situation
- Need – The problem or objective
- Stakeholders – Who is impacted
- Change – What must be different
- Solution – How to achieve the change
- Value – The benefit of solving the need



In other words:

We analyze, document, and improve processes collaborating to create and deliver better products and services.

# My Work in Action!



So, let's dive into the deliverables we just mentioned!



As BAs, we turn analysis into **actionable outcomes**—here are some key deliverables we help shape:

-  User Stories – Defining functionality or quality from a user's perspective.
-  Business Requirements – Describing why a change has been initiated and how success will be assessed.
-  Use Cases – Describing how users interact with a system to achieve a goal.
-  UATs – Assessing whether the solution meets stakeholder needs.
-  Process Models – Visualizing workflows and potential optimizations.
-  Impact Analysis – Assessing how a change affects stakeholders and systems.

 **Want to see real examples?**  
Explore my templates and resources—link available at the end!

# How Do We Do What We Do?

ABA's power comes mainly from two things:

Critical Thinking +  The Right Tools

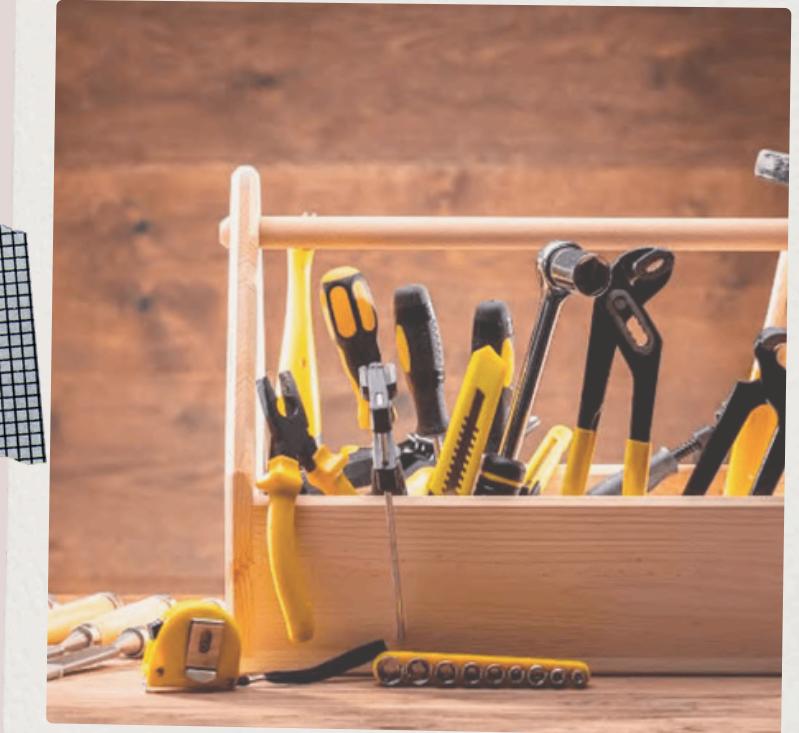
## My BA Toolkit

-  Project Management – Jira, Azure DevOps, Notion (Tracking work & collaboration)
-  Data & Visualization – SQL, Excel, Visio, Draw.io (Making sense of data & processes)
-  Test Automation – Agile Designer (Streamlining test case creation)
-  Prototyping & Design – Balsamiq, Figma (Visualizing ideas & user flows)
-  Documentation & Workshops – Microsoft Suite, Google Suite, Confluence, Canva (Writing & sharing knowledge)
-  ChatGPT – My Digital Assistant! I use it to organize ideas, plan, check grammar, find resources, and more.



Want to explore these tools?

Find resources & tutorials —link available at the end!



# My BA Toolkit

## Key Skills Beyond Tech

### Enhance Communication Non Stop!

Clear communication is **everything**! Training your brain to process, structure, and express information effectively will elevate your work as a BA—and improve your daily life.

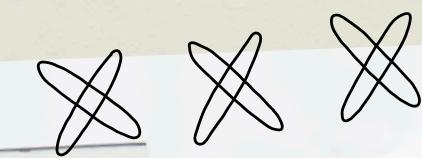
### Learn English Non-Stop! (For Non-Native Speakers Like Me!)

Mastering English was one of my biggest challenges—here's what helped me the most:

- ✓ 1:1 Training – The best investment I ever made.
- 📚 Read Everything in English – Books, articles, technical docs.
- 🎵 Listen to Podcasts & Watch Movies – Start with subtitles, then remove them.
- 🗣 Speak, No Shame! – Express yourself even if it's not perfect—progress matters!

💡 **Want to improve your communication skills?**  
Find free resources, tips & tools —link available at the end!

# Career Growth & Transferable Skills



**The BA role isn't always a distinct position—**

Depending on the organization, its tasks may be handled by developers, project managers, or other roles.

However, BAs develop highly transferable skills that make it easy to transition into many different career paths or even explore non-traditional roles.

## Key Transferable Skills

- 🧠 Critical Thinking & Problem-Solving
- 💬 Communication & Stakeholder Management
- 🔄 Agile & Project Management Methodologies
- 📈 Data Analysis & Visualization
- ⚙️ Process Improvement & Automation
- 📅 Organization & Time Management
- 💡 Customer Success & Experience
- ✍️ Writing & Documentation
- 🎨 Design & User Experience

# Career Growth & Transferable Skills

The key is to showcase your value while staying true to what you love!

Let's explore a bit the 3 more traditional paths  
Where can a BA Go? What are you good at?  
What do you enjoy most?

 JUL 17 Project Execution & Delivery  
Project/Program Management  
◆ Skills: Coordination, deadlines, leadership

 Technology  
IT Strategy & Systems  
Enterprise Architecture  
◆ Skills: Tech strategy, system design, data flows

 Product Vision & Strategy  
Product Owner/Product Management  
◆ Skills: UX, roadmaps, customer focus

 **My Personal Growth Plan:** For example I love customer focus, UX/UI, design, writing, and creating value, so I see myself transitioning towards **Product Ownership!**  That's why I pursued my Scrum Product Owner certification

I truly hope this added  
value to you! ❤

If you feel inspired and connected...

## LET'S CONNECT!

🦋 Let's keep the conversation  
going collaborate and grow  
together!

LinkedIn: [danamena](#)

Email: [danamena@gmail.com](mailto:danamena@gmail.com)

GitHub: [danamena](#) (ba-essentials  
repo)

Find all my BA secrets here!



A caterpillar doesn't need a miracle to fly  
—it needs a process. And so do we. Let's  
keep shaping our path to fly!

Dana Mena