Business Analytics

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What is a Business Analyst and What Value do They Provide?

Responsibilities of a BA
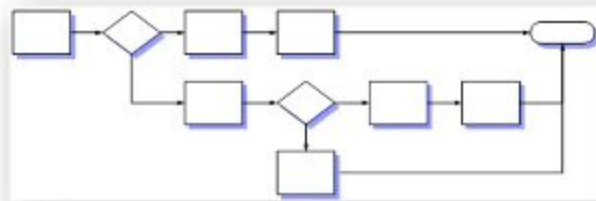
Types of BA Roles

- Business Process Analyst
- Requirements Analyst
- Systems Analyst
- Data Analyst
- User Experience Analyst

TYPES OF BUSINESS ANALYST ROLES

- **Business Process Analyst**
- Requirements Analyst
- Systems Analyst
- Data Analyst
- User Experience Analyst

- Models business processes
- Compares "as-is" and "to-be" models
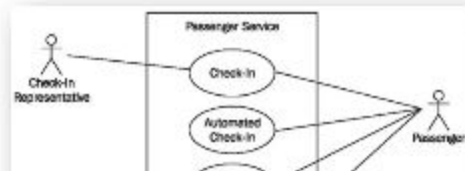- Uses workflow and process engines

- Business Process Analyst
- **Requirements Analyst**
- Systems Analyst
- Data Analyst
- User Experience Analyst

- Elicits/analyzes requirements
- Bridges the gap between the business and IT
- Solves problems with information technology solutions
- Can be involved in functional design

SAMPLE Project Requirements Document

- Business Process Analyst
- Requirements Analyst
- **Systems Analyst**
- Data Analyst
- User Experience Analyst

- Receives documented requirements
- Creates functional specifications
- Defines "how" a system will do the "what"
- Works with the technical team

- Business Process Analyst
- Requirements Analyst
- Systems Analyst
- **Data Analyst**
- User Experience Analyst

- Performs logical data modeling
- Identifies patterns in data
- Designs and creates reports

- Business Process Analyst
- Requirements Analyst
- Systems Analyst
- Data Analyst
- **User Experience Analyst**

- Designs the user interface look and interaction
- Focuses on efficiency and ease of use
- Understands the end-user's behavior