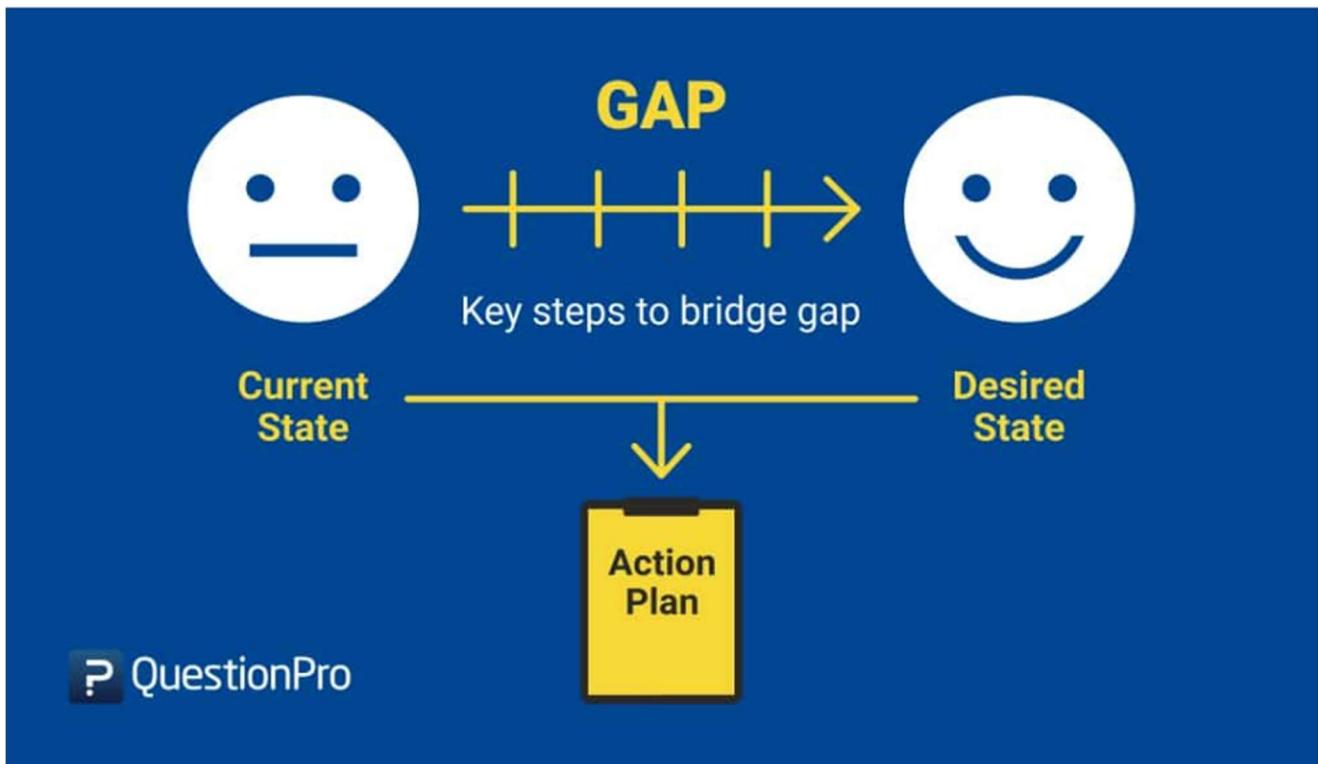

Gap Analysis by a Business Analyst



❖ **Definition:** Gap Analysis is a strategic assessment technique used by Business Analysts to identify the difference between:

- **AS IS-Current State** (what is happening now) and
- **TO BE-Future State** (what should happen).

It helps in finding the “gap” — the missing elements, inefficiencies, or unmet requirements — that prevent an organization from achieving its desired goals.

Purpose of Gap Analysis:

- Identify business process inefficiencies.
- Understand what needs improvement or automation.
- Prioritize requirements for transformation.
- Align business goals with technical solutions.
- Provide clear documentation for project scope.

Steps in Conducting a Gap Analysis:

Step	Description	Deliverable
1. Identify Current State	Analyze existing processes, systems, data, and workflows.	“As-Is” Process Document
2. Define Future State	Define how the business <i>should</i> operate after improvements.	“To-Be” Process Document
3. Identify Gaps	Compare both states to find what's missing, inefficient, or outdated.	Gap Identification Matrix

Step	Description	Deliverable
Solutions	Suggest corrective actions—process change, system upgrade, automation, etc.	Solution Recommendation Document
5. Prioritize & implement	Rank gaps based on impact, cost, and feasibility.	Roadmap or Implementation Plan



Common Tools & Techniques:

- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- Fishbone Diagram (Ishikawa)
- Process Mapping (Visio / Lucid chart)
- Interviews & Workshops with stakeholders
- Benchmarking against industry standards



Case Study Example

Case Study: Gap Analysis for AXIS Bank – Gold Loan Mobile App

Project Background:

AXIS Bank plans to launch a **Gold Loan Mobile App** for its high-value customers to request home banking services (doorstep gold valuation and loan disbursal).

The **Business Analyst (BA)** is assigned to identify process and system gaps between the **current gold loan process** and the **proposed digital app process**.

Step 1 – Current State Analysis (As-Is)

Existing Process:

- Customers visit the branch physically.
- Manual verification and documentation.
- Loan approval takes 2–3 days.
- No tracking or home service options.

Identified Issues:

- High turnaround time (TAT).
 - Customer inconvenience.
 - Paper-based process and manual data entry errors.
-

Step 2 – Future State Definition (To-Be)

Target Vision:

- Mobile app allows customers to request home service for gold valuation.
- Real-time tracking of executives.
- Integration with backend systems (Loan Management System & KYC).

- Instant e-documentation and approval.
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Step 3 – Identify the Gaps

Area	Current State	Future State	Gap Identified
Customer Interaction	Physical visit to branch	Mobile-based service request	No online request system
KYC Verification	Manual check	Automated e-KYC	Lack of digital integration
Loan Approval	Manual process	Automated rules-based approval	No loan rules engine
Tracking	None	Real-time tracking	Need for GPS-enabled tracking system
Communication	Phone calls	App notifications/SMS	No notification system

Step 4 – Recommend Solutions

- Develop a **Gold Loan Mobile App** with doorstep service feature.
- Integrate **LMS (Loan Management System)** with API-based **KYC validation**.

- Implement automated loan approval rules engine.
 - Enable real-time tracking through Google Maps API.
 - Add customer notifications for every transaction stage.
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Step 5 – Prioritize & Implement

Priority Gap	Proposed Solution	Benefit
High Lack of online request system	Mobile App Module	Customer convenience
High Manual KYC	API Integration	Faster processing
Medium Tracking system	GPS Integration	Improved transparency
Low Notification system	SMS Gateway	Better communication

Outcome

After implementing the recommendations:

- Loan approval time reduced from 3 days to 30 minutes.
 - Customer satisfaction improved by 60%.
 - Branch workload reduced by 40%.
 - Data accuracy increased through system automation.
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Deliverables by the Business Analyst

- As-Is Process Document
 - To-Be Process Document
 - Gap Analysis Report
 - Requirement Traceability Matrix (RTM)
 - Solution Recommendation Document
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Key Takeaways

- Gap Analysis helps BAs bridge the **current vs. desired state** effectively.
 - It ensures **alignment between business goals and system capabilities**.
 - Plays a vital role in **requirement gathering and solution design**.
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Conclusion:

Gap Analysis enables Business Analysts to clearly identify the difference between the current and desired states of a business. It helps uncover inefficiencies, prioritize improvements, and align technology with business goals.

In the AXIS Bank case, it led to faster loan approvals, better customer experience, and reduced manual effort.

👉 **In essence:** Gap Analysis bridges the gap between *where the business is* and *where it wants to be*, ensuring effective transformation and measurable value.

THANK YOU!

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