

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

# ISYS90049

# Digital Business Analysis

Week 4 Workshop

# What is a Business Analysis?

- **Business analysis** is the work of **finding solutions** that address the **needs** for the purpose of **delivering value** to some entity.

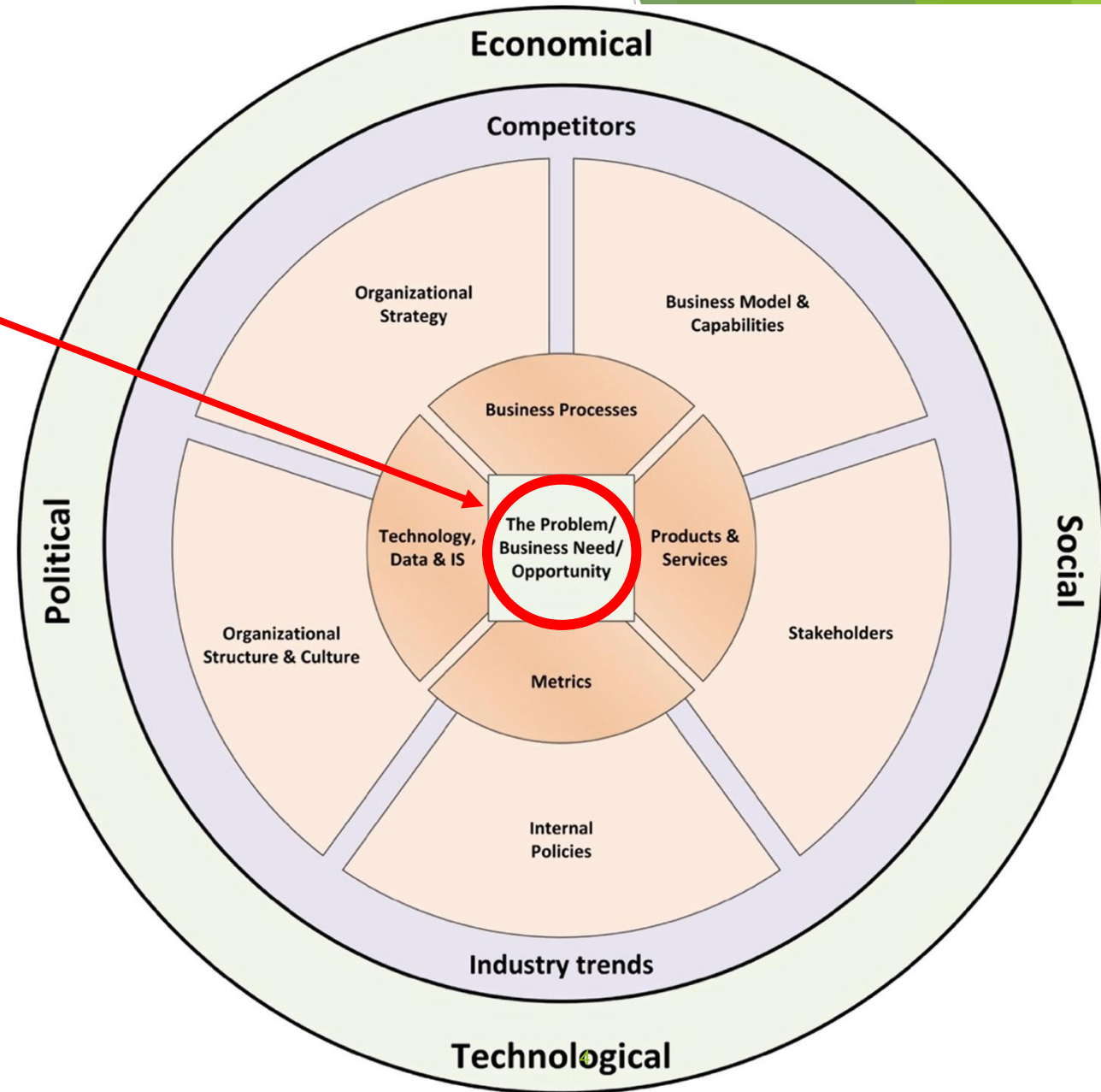
# Business Analysis Process



**Fig. 1.4** Business analysis process

# The Business Context

- The **problem/need/opportunity** being analysed exists within the **context** of their environment influenced by **political, economic, social, technological** influences and changes.
- **PEST Analysis**
- **SWOT Analysis**



# Scenario

- ▶ You are a **small start-up company** that wants to create a **new social media platform** that will allow for a **more positive social experience online**.

# Activity 1: PEST Analysis

- ▶ Before your start-up can begin working on building a platform, you need to understand what the **external environment** is like in the **social media** landscape. In a group (or individually if working remotely), think of some issues relating to each of the four areas included in a PEST analysis. Below are some hints to get you started.
  - ▶ **Political:** How do **governments** view social media companies?
  - ▶ **Economic:** Does the **economy** impact how social media is used (or vice-versa)?
  - ▶ **Social:** How is social media connected with **society**?
  - ▶ **Technological:** What **technology** is available to help create a positive social experience online?

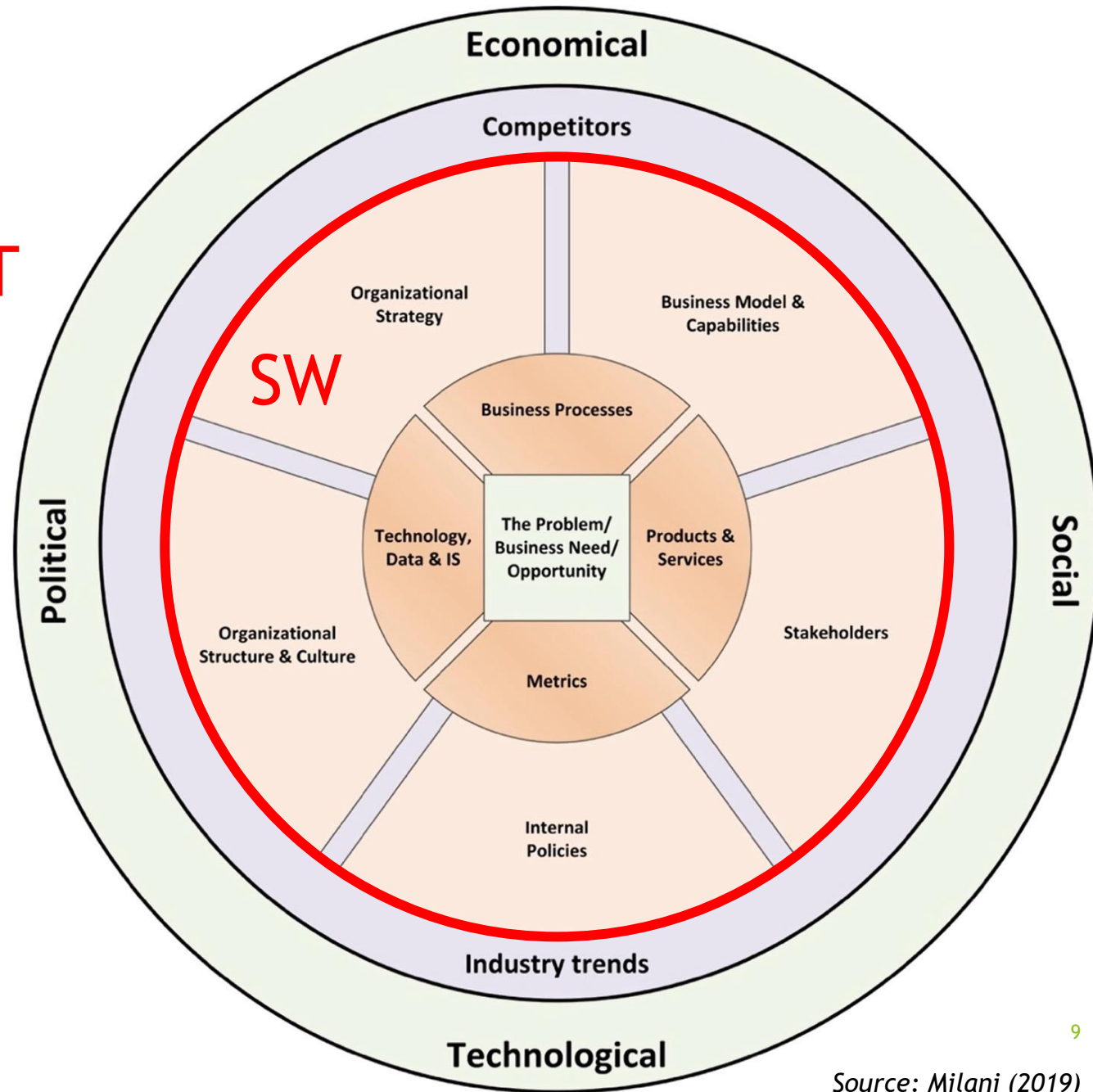


## Activity 2: SWOT Analysis

- ▶ Now that you understand the external environment, it's time to connect that to the **internal capabilities** of your small start-up company. Continuing in a group (or individually if working remotely), think of some issues relating to each of the four areas included in a SWOT analysis. Below are some hints to get you started.
  - ▶ **Strengths:** What are **some advantages in being a small start-up** creating a new social media platform?
  - ▶ **Weaknesses:** What are **some disadvantages in being a small start-up** creating a new social media platform?
  - ▶ **Opportunities:** Based on your **PEST findings**, what **new approaches** could your start-up take?
  - ▶ **Threats:** Based on your PEST findings, what will be **a significant challenge** to launching a new social media platform?



OT



# Extension task

- Based on what you discovered in the first two activities, develop a **strategy** to get this new social network off the ground.