Business Data Analytics & BAs

For Each Project/Product:

IDENTIFY RESEARCH QUESTIONS
What problems or opportunities are business leaders trying to solve?
What don't we know? What do we want/need to know?

KNOW THE SOURCE DATA
Business source of truth, know the technical source

ANALYZE THE DATA
What does it mean in context? (user context)

INTERPRET THE DATA
What conclusions about the users does it provide?

INFLUENCE BUSINESS DECISION-MAKING
Bring the right data to the decision making process at the right time.

BUSINESS ANALYSIS		BUSINESS DATA ANALYTICS
Improving business and customer results through changes to systems, processes, people's experiences, and data.	**DEFINITION**	Using data to explore insights and investigate how a business can improve and make better decisions.
Learn from people, process, systems and data.	**FOCUS**	Data and decisions
Decision making from the big picture to the details on what changes should take place to achieve an outcome.	**BAs FACILITATE**	Researching data insights to answer questions about the business and customers.
BAs collaborate with data scientists and analysts in their work to use data analytics as input to improving the work BAs do. It can be helpful for BAs to understand data analytics to collaborate more effectively.	**OVERLAP ?**	Analytics professionals have deep data skills that go far beyond a traditional BA role and skill set.

Means to BAs: Understanding the business source of truth of data and facilitating a shared understanding of what data matters to what processes, users, data flow, and decisions.

Does NOT mean to BAs: Knowing the physical database structure

Means to BAs: Understanding the relationships between various data used by a user and business process.

Does NOT mean to BAs: Knowing database tables and fields in and out and what systems use what tables.

Means to BAs: Bringing the right data to the decision-making process. Communicating the data needs to technical resources.

Does NOT mean to BAs: Running SQL reports requested by the business.

Means to BAs: Understanding the hypothesis business leaders are making and facilitating the hypothesis & experiment process.

Does NOT mean to BAs: Running the data queries and formulas.

Means to BAs: Hypothesizing what could be and facilitating finding the data insights

Does NOT mean to BAs: Data mining

Means to BAs: Understanding the capabilities of the machine and deep learning& facilitating the right data is being used in AI to get to business results

Does NOT mean to BAs: Loading and running AI tools

BA-Cube

BA-Squared, LLC — Angela Wick
Business Agility with Business Analysis