WHAT IS BUSINESS ANALYSIS?

DEFINING BUSINESS ANALYSIS

'The methodical investigation, analysis, review and documentation of all or part of a business in terms of business goals, objectives, functions and processes, the information used and the data on which the information is based.

The definition of requirements for improving processes and systems, reducing their costs, enhancing their sustainability, and the quantification of potential business benefits.

The collaborative creation and iteration of viable specifications and acceptance criteria in preparation for the deployment of information and communication systems.

The adoption and adaptation of business analysis approaches based on the context of the work and selecting appropriately from predictive (plan-driven) approaches or adaptive (iterative/agile) approaches.'

- SFIA

Factors Responsible for the Emergence of Business Analysis

- The impact of outsourcing.
- Competitive advantage of using IT.
- Business analysts as internal consultants.
- The business change lifecycle

Scope of BA Work

- Three areas of business analysis activities:
- 1. Strategic analysis and definition.
- 2. IT systems analysis.
- 3. Business analysis.

- **Strategic analysis and definition**

- This is typically the work of Senior Management but Bas need to understand how it is done

- **IT systems analysis**

- This role may or may not be separated from that of the BA depending on the organization

- **Business analysis**

- In between the two above*.*

THE PRINCIPLES OF BUSINESS ANALYSIS

- Root causes not symptoms
- Business improvement not IT system change
- Options not solutions
- Feasible, contributing requirements, not meeting all requests
- The entire business change lifecycle not just requirements definition
- Negotiation not avoidance

DEPENDING ON THE ORGANIZATION, THE BA CAN BE:

- Business BA/Enterprise business analyst
- Technical business analyst/Business systems analysts
- Digital business analyst
- Project business analyst
- Proxy product owner