

# EXAM PREPARATION FOR IIBA CERTIFICATION IN BUSINESS DATA ANALYSIS (CBDA)

## **COURSE OVERVIEW**

Business data analytics is increasingly becoming an area of great attention for organizations and professionals. Organizations recognize it as a means by which they can obtain valuable insights from reporting; analysis and supporting more informed business decision-making. As a result, more organizations are investing in business data analytics as a means to deliver on their strategic imperatives, innovate, and obtain competitive advantages in their marketplace. Such investments are driving the demand for more skilled professionals with business data analytics knowledge and experience.

This course will introduce you to Business Data Analytics, business analysis concepts, activities, tools, techniques, and the skills needed to pass the “Certification in Business Data Analytics” exam.

## **TARGET COMPETENCIES**

- Business Data Analytics
- Decision-making
- Data Analysis
- Interpreting Results
- Reporting
- Data Analytics Cycle

## **TARGET AUDIENCE**

Experienced business analysts or project managers looking to gain an understanding of industry best practices on business analysis, Product Managers, Consultants, Trainers, Business Analysis professionals, Project Manager, Testers, Quality Assurance (QA) professionals, Change Transformation Managers, and Designers

## **COURSE OBJECTIVES**

By completely attending this course, participants will be able to:

- Identify Research Questions
- Source Data
- Analyze Data
- Interpret and Report Results
- Use Results to Influence Business Decision Making
- Guide Company-level Strategy for Business Analytics
- Develop Strategy for Business Data Analytics

## **NOTE**

This course requires the use of laptops with Excel 2019/365. Delegates must bring their own laptops with Windows-based Excel fully installed.

# **COURSE METHODOLOGY**

This course demonstrates core principles in Business Analysis. You will build proficiency in the six knowledge areas defined in BABOK® Guide Version 3 and utilizes BABOK V3 in performing modern and creative techniques of Business Analysis. Real-life case studies, individual workshops, and team presentations by participants.

## **COURSE OUTLINE**

### **WHAT IS BUSINESS DATA ANALYTICS?**

- Business Data Analytics as a Movement
- Business Data Analytics as a Capability
- Business Data Analytics as a Data-centric Activity Set
- Business Data Analytics as a Decision-making Paradigm
- Business Data Analytics as a Set of Practices and Technologies
- Business Analysis and Business Data Analytics

### **BUSINESS DATA ANALYTICS METHODS**

- Descriptive
- Diagnostic
- Predictive
- Prescriptive

### **BUSINESS DATA ANALYTICS DOMAINS AND TASKS**

- Identify the Research Questions
  - Define Business Problem or Opportunity
  - Assess Current State
  - Define Future State
  - Formulate Research Question
  - Plan Business Data Analytics Approach
- Source Data
  - Plan Data Collection
  - Determine the Data Sets
  - Collect Data
  - Validate Data
- Analyze Data
  - Develop Analysis Plan
  - Prepare Data
  - Explore Data
  - Perform Data Analysis
  - Assess the Analytics and System Approach Taken
- Interpret and Report Results
  - Identify and Understand the Stakeholders
  - Plan Stakeholder Communication
  - Determine Communication Needs of Stakeholders
  - Derive Insights from Data
  - Document and Communicate Findings from Completed Analysis
- Use Results to Influence Business Decision-Making
  - Recommend Action
  - Develop Implementation Plan
  - Manage Change

### **DATA CHARACTERISTICS**

- Accuracy
- Completeness
- Consistency
- Uniqueness
- Timeliness

### **THE BUSINESS DATA ANALYTICS CYCLE**

### **TEAM STRUCTURE AND REQUIRED SKILLS**

- Subject Matter Experts (SMEs)
- Data architect
- Data engineer
- Data scientist
- Data analyst
- Data journalist
- Business analyst

### **STRATEGY FOR BUSINESS DATA ANALYTICS**

- Building a Business Data Analytics Team
- Establishing Best Practices
- Curating Data
- Performing Data Management Functions
- Developing a Data Strategy
- Challenges for Business Data Analytics

### **DATA ANALYTICS TECHNIQUES**

- Balanced Scorecard
- Benchmarking and Market Analysis
- Business Model Canvas
- 5 Forces analysis
- Metrics and Key Performance Indicators (KPIs)
- SWOT
- Value chain analysis

To register or for complete course information

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