IMPACT OF BUSINESS ANALYSIS IN BECOMING A DATA-DRIVEN ORGANIZATION

Transforming to a data-driven culture requires integration between the business, technology, and data science which happens when business analysis professionals lead key data analytics practices.

HIGH PERFORMERS REALIZE
65%ROI WITH 190% MORE
USE OF BUSINESS ANALYSIS PROFESSIONALS IN BUSINESS DATA ANALYTICS (BDA) PRACTICES
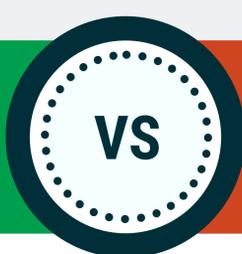
HIGH PERFORMERS
Best in class or exceeding peers and indicated a ROI of 50% or higher.

VS

LAGGARDS
Companies reported being at par, lags, or lags far behind peers, and lower ROI.

The difference between high performers and laggards appear in a set of BDA practices and a corporate commitment to maturing these practices.

BDA PRACTICES

High Performers	Practice	Laggards
61%	Build a Data Culture, and Trust in the Data	32%
61%	Influence Decision Makers and Drive Action	32%
48%	Ensuring Accurate, Quality, and Accessible Data	27%
57%	Redesign of Workflows to Integrate Analytics in Business Processes	42%
57%	Properly Identifying the Business Problem and Opportunity to Address with Data Analytic Projects	44%
53%	Understanding, Verifying, and Reporting Result	49%

Did You Know?

3X HIGHER ROI
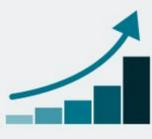Excellence in BDA practices had **3X ROI versus laggards.**

2.8X FAILURE RATE
2.8X higher project failure among laggards when business analysis professionals are NOT leading the BDA practices.

DATA-DRIVEN ORGANIZATIONS HAVE A SIZEABLE COMPETITIVE ADVANTAGE ON

INCREASED PRODUCTIVITY

REVENUE GROWTH

BUSINESS AGILITY

WIDER ADOPTION

ROI ON DATA ANALYTICS INVESTMENTS

30%ROI ON AVERAGE

2XROI REALIZED BY HIGH PERFORMERS

BUSINESS ANALYSIS PROFESSIONALS PLAY A CRITICAL ROLE IN THE TRANSFORMATION TO A DATA-DRIVEN ORGANIZATION

80% of executives believe their industry will be disrupted in the next two years and 75% of executives believe their organizations need to be data-driven.

Download the Data Analytics Summary Report to learn more about the capabilities leading to project success and the impact of business analysis in driving increased ROI and reduced failure rates in data analytics projects.

GO.IIBA.ORG/DATA-ANALYTICS-SUMMARY-REPORT

GLOBAL CORPORATE PROGRAM | **IIBA**

Having business analysis professionals leading BDA practices lowers failure rates, increases ROI, and is central to transforming to a data-driven cultureand fuel the use of advanced analytics.

Learn more about IIBA's Global Corporate Program resources to build business analysis capabilities.

GO.IIBA.ORG/IIBA-BDA

CBDA CERTIFIED IIBA

IIBA's Certification in Business Data Analytics recognizes business analysis professionals skilled at BDA practices who can help achieve succesful enterprise roll out.

IIBA.ORG/CBDA

IIBA GLOBAL RESEARCH
BUSINESS LEADERSHIP

Source: Achieving More with Data, Part C: Business Data Analytics Survey, IIBA, 2021

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