

BIENVENUE AU MOIS DE L'ANALYTIQUE DES DONNÉES D'AFFAIRES



Section
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[Certificat en analyse des données d'affaires](#)

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Mois de l'Analytique des données d'affaires
Octobre 2020

Calendrier des Évènements

DATE	THÈME	SPÉCIALISTE
1^{er} midi 6/10/2020	The roles of the Business analyst in business data analytics: before, during and after	Alex Velasquez, CBAP, CBDA, AAC <i>Senior Consultant – Integrationworx</i> <i>Conference In English</i>
2^e midi 13/10/2020	L'analytique des données d'affaires : Une science numérique	Serge Oligny <i>Senior Data Scientist –</i> <i>Desjardins General Insurance Group</i> <i>Conférence en français</i>
3^e midi 20/10/2020	La visualisation des données : Un moyen de communication des résultats de l'analytique des données d'affaires	Nabil Beitinjaneh <i>Data Programs Coordinator, McGill SCS</i> <i>International Consultant – Data</i> <i>Conférence in English & Français</i>
4^e midi 27/10/2020	Où en sommes-nous avec l'analytique des données d'affaires : Potentiel, contraintes et opportunités.	Table ronde ; Modérateur : Louis-Charles Gauthier, CBAP <i>Président - LCG Solution</i>



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Notre spécialiste d'aujourd'hui



Alex Velasquez B.Sc. AAC ECBA CCBA CBAP CBDA

Senior Consultant  intégrationworx



In 427 days !!

The roles of the Business Analyst in *business data analytics*: Before, during and after

Alex Velasquez, CBAP, CBDA, AAC

Alex Velasquez – Before Formal BA Training



Disclaimer !

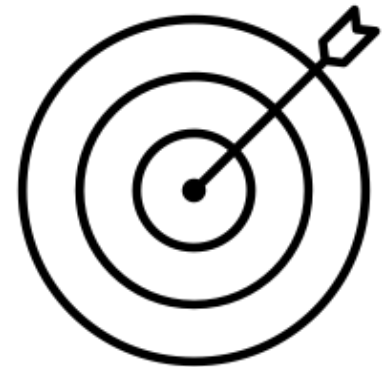




* Greatest Value in CBDA

***BEFORE* starting business data analytics: Identify the Research Question**

- Analytics starts with the definition of the business objective; *then* the research question is formulated based on the business objective.
- Establishes the **scope** for the analytics.



Four Areas of Data Analytics

- **Descriptive**
 - Understand what happened in the past. Learn from past behavior to influence future outcomes.
- **Predictive**
 - Provides an estimation regarding the likelihood of a future outcome.
- **Diagnostic**
 - Answers the Why.
- **Prescriptive**
 - Uses the what, when and why to provide recommendations.

Source Data

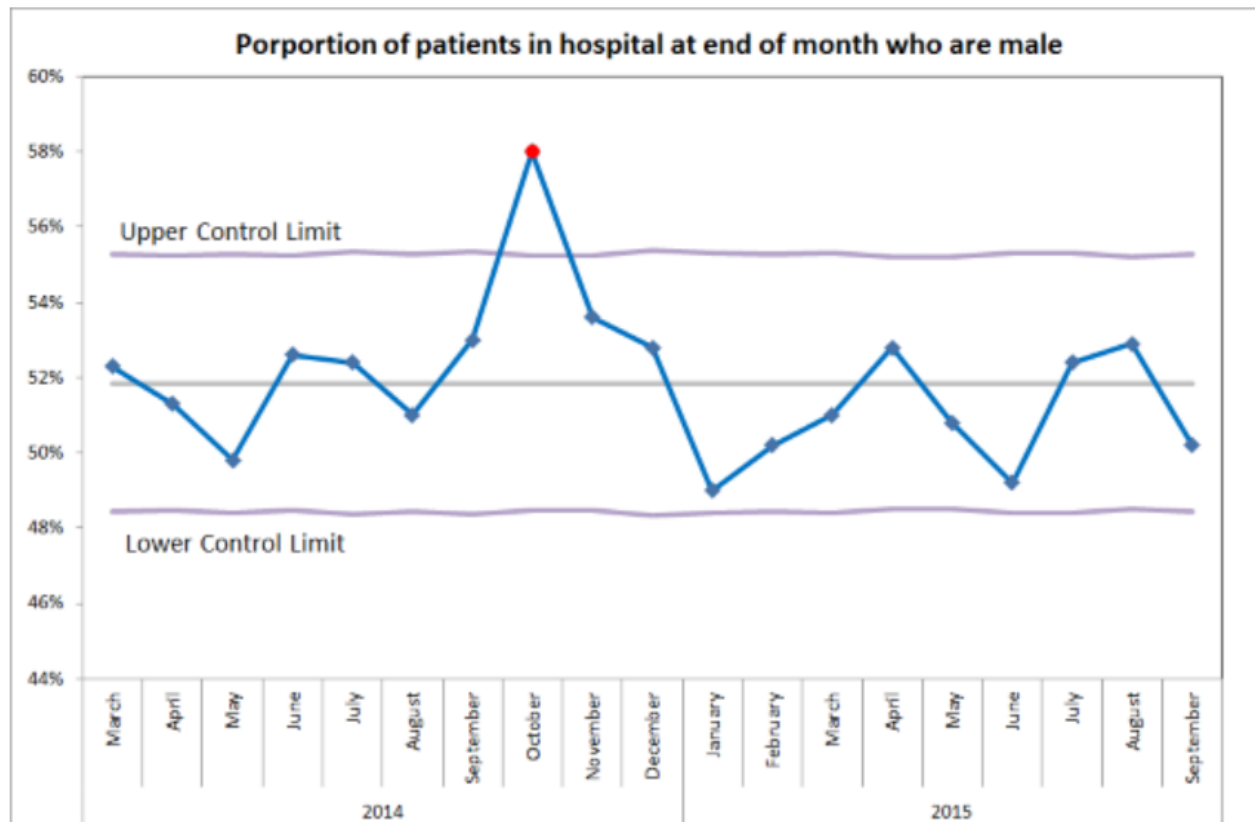
- Organizations have vast amounts of data from disparate sources and hence different format.
- Requires Effective Data Management. Effective Decision making requires accurate data.
- If the available data is not useful in answering the research question, it is essential to collect the appropriate data.
- Use Brainstorming to address– Members of the team are asked for their ideas.
- The focus of any project must be meet the stated business objective, rather than to make the available data useful.

DURING data analytics: Analyze Data

- Include Subject Matter Experts for Valuable Analysis
- Assess the analytical results with respect to the business requirements
- Leverage Sampling Techniques (Representative of Populations)
 - Random, Systematic, Stratified, Cluster
- Broaden your toolsets of analysis
 - Control charts, Distribution charts, Pareto Charts, Funnel Charts

DURING data analytics: Analyze Data

Example: Control Charts



DURING data analytics: **Interpret and Report Data**

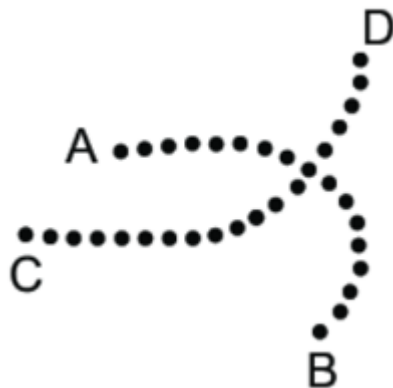
- Cater your results to the Audience
- Presenting your analysis to the executive management. Report must be a summary of the major themes and patterns.
- Never underestimate the power of Visuals !! 
- Leverage Techniques introduced by the CBDA Material
 - Example: Gestalt Principles

DURING data analytics: Interpret and Report Data

Gestalt Principles

- Figure-ground, Similarity, Proximity, Common region, Continuity, Closure, Focal point.

Continuity



Proximity



AFTER data analytics: Use Results to Influence Decision Making

- It is human nature to naturally resist change.
- It is Natural tendency for stakeholders to trust intuition and experience.
- Goal of Data analytics is Evidence-Based decision making and prompting Action.
- As a trusted Advisor you need to facilitate this shift in thinking.
- Leverage Data Story Telling: Complements visuals with a narrative.

AFTER data analytics:

Use Results to Influence Decision Making

- To obtain stakeholder buy in on an analytics project, use an adaptive approach and start with potential quick wins that can be achieved early.
- Help project team demonstrate success, rather than expecting stakeholders to wait too long.
- Engage stakeholders more frequently and effectively. Especially those negatively affected by the project.
- Involving resisters in solution design and implementation is one of the best approaches to reduce resistance to any kind of change.
Understand the root cause of challenges.
- Pro actively address the groups and individuals impacted by the change.

AFTER data analytics: Use Results to Influence Decision Making

Systems Thinking

- Business Analysts are already expected to have skill such as Communication, Trustworthiness, Adaptability and change facilitators.
- For data analytics you can need to add ***System thinking*** into your toolbox. Essential to think holistically and methodically.
- The ability to understand people, process and technology and the organization as a whole. How best to make decisions based on the analytics results.

Guide organizational Level Strategy for Business Data Analytics

- Focus on Sustainability of your analytical Models.
- Post deployment activities are often forgotten.
- Determine the criteria to decide how long the analytics results should continue to be used, once deployed.
- Decide how the use of analytic results would be monitored and its benefits measured.
- Continued usefulness of the deployed model or system.

Material to Prepare for the CBDA Exam



LinkedIn group interface for "IIBA CBDA® (CERTIFICATION IN BUSINESS DATA ANALYTICS)".

Search bar: Search for posts in this group

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Group Name: IIBA CBDA® (CERTIFICATION IN BUSINESS DATA ANALYTICS)

Group Type: Listed group

Recent Members:

- IIBA CBDA® (CERTIFICATION...)
- Mcgill CBA 2018
- Analystes d'affaires Montréal...
- IIBA Agile Analysis Certificat...

Groups:

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- Analystes d'affaires Montréal...

Actions:

- Start a conversation in this group
- Post
- Video
- Document

Material to Prepare for the CBDA Exam

- Identify the Research Questions – 20% (Domain 1)
- Source Data – 15% (Domain 2)
- Analyze Data – 16% (Domain 3)
- Interpret and Report Results – 20% (Domain 4)
- Use Results to Influence Business Decision Making – 20% (Domain 5)
- Guide Organization-level Strategy for Business Analytics - 9% (Domain 6)

Questions



Merci Alex !!

¡Gracias!
Gràcies!
Thank you!
DANKE!
Merci!
你很

La prochaine session

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