



# Business Analysis For Dummies

By Kupe Kupersmith, Paul Mulvey, Kate McGoey



**Business Analysis For Dummies** By Kupe Kupersmith, Paul Mulvey, Kate McGoey

## Your go-to guide on business analysis

Business analysis refers to the set of tasks and activities that help companies determine their objectives for meeting certain opportunities or addressing challenges and then help them define solutions to meet those objectives. Those engaged in business analysis are charged with identifying the activities that enable the company to define the business problem or opportunity, define what the solutions looks like, and define how it should behave in the end. As a BA, you lay out the plans for the process ahead.

*Business Analysis For Dummies* is the go to reference on how to make the complex topic of business analysis easy to understand. Whether you are new or have experience with business analysis, this book gives you the tools, techniques, tips and tricks to set your project's expectations and on the path to success.

- Offers guidance on how to make an impact in your organization by performing business analysis
- Shows you the tools and techniques to be an effective business analysis professional
- Provides a number of examples on how to perform business analysis regardless of your role

If you're interested in learning about the tools and techniques used by successful business analysis professionals, *Business Analysis For Dummies* has you covered.

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### Editorial Review

From the Back Cover

Learn to:

- Make an impact in your organization with business analysis
- Ensure your team is delivering the right solution
- Use techniques to be an effective business analysis professional

Your go-to guide on business analysis

If you're interested in learning about the methods successful business analysis professionals use, *Business Analysis For Dummies* has you covered. Inside, you'll find tools and techniques you can apply to your own organization to achieve your financial goals. Get started today!

- Business analysis basics — understand the foundation of what business analysis is, why it's valuable, who business analysts interact with, and why being at the center of these people is important
- Your BA toolbelt — discover the many business analysis techniques for identifying a business's problems — and the tools to get the best results
- Put on your sales hat — find out how to analyze and communicate the costs and benefits of the project or product you're working with and sell that package to the organization
- Make things happen — put your business analysis techniques to work to fix what's wrong or to take advantage of an opportunity

Open the book and find:

- Business analysis in a nutshell
- Ways to identify and work with stakeholders
- Tools used by successful business analysts
- How to uncover and analyze a business's needs
- Tips to sell a business plan and keep it on track
- Favorite BA techniques used by real professionals

About the Author

**Paul Mulvey, CBAP**, Director, Client Solutions, B2T Training, has been involved in business analysis since 1995. **Kate McGoey**, Director, Client Solutions, B2T Training, has more than 20 years' experience in application development and life cycle processes business. **Kupe Kupersmith, CBAP**, President of B2T Training, possesses more than 14 years of experience in software systems development. He serves as a mentor for business analysis professionals.

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