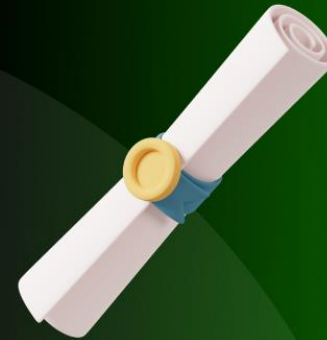
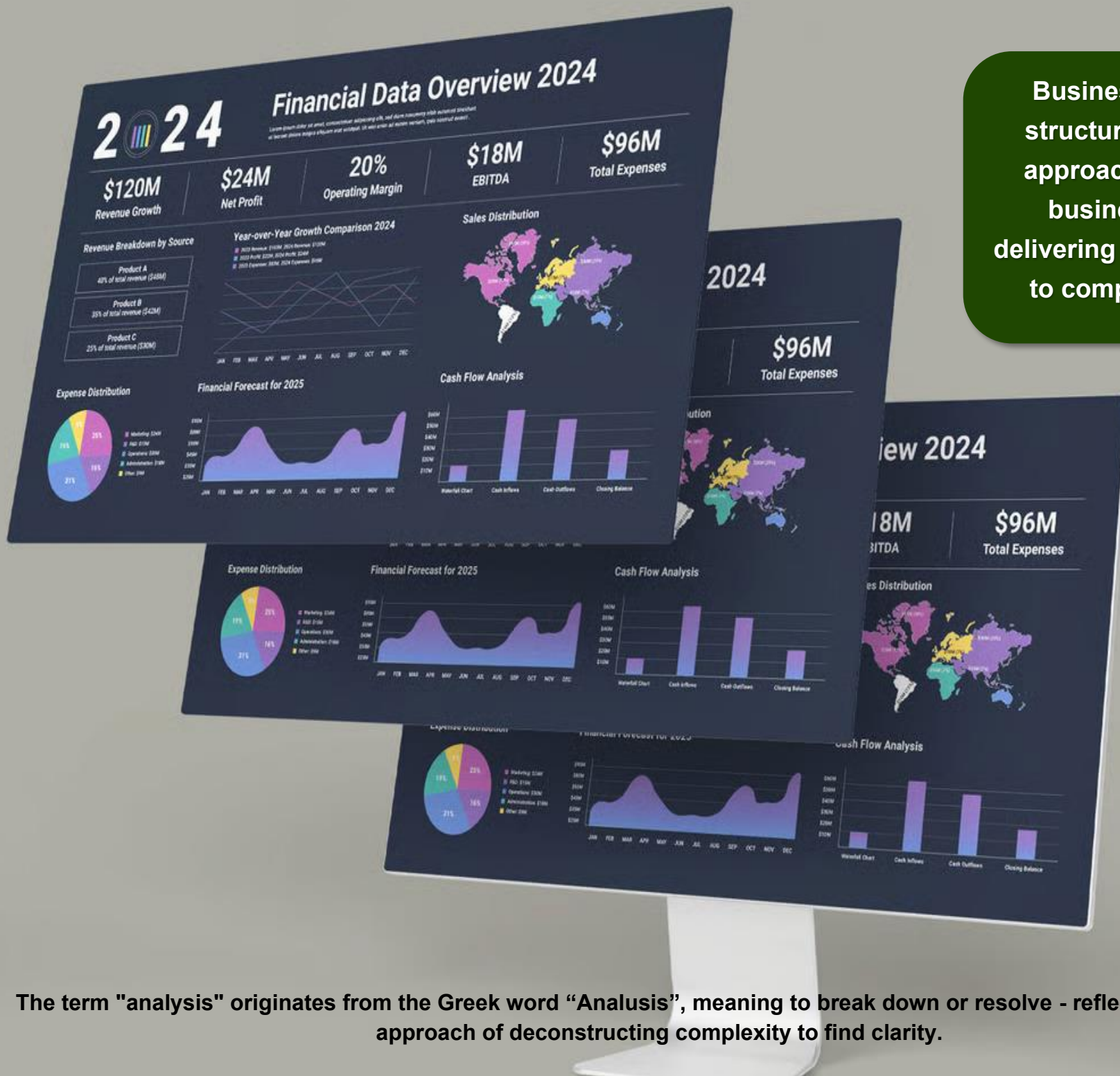




Global Accreditation Body for Business Analysis Certifications





Business Analysis is a structured and adaptive approach for identifying business needs and delivering effective solutions to complex challenges.

The term "analysis" originates from the Greek word "Analusis", meaning to break down or resolve - reflecting the core BA approach of deconstructing complexity to find clarity.

Business Analysis

Business Analysis is one of the most widely adopted disciplines in modern project environments. It is a structured, flexible, and value-focused practice designed to uncover business needs, define clear requirements, and deliver timely, high-impact solutions across the project life-cycle.

Business Analysis promotes transparency, stakeholder alignment, and shared understanding through effective communication, documentation, and analysis techniques. The Business Analysis framework, as outlined in the BARG™ Guide, is designed to support solution discovery, process optimization, and digital transformation across all industries, regardless of size or complexity.

A Business Analysis initiative involves close collaboration among stakeholders to identify problems, define goals, and recommend solutions that align with organizational strategy. Projects often face constraints in terms of time, cost, scope, and resources. Business Analysts help navigate these challenges by translating needs into actionable requirements, reducing ambiguity, and enabling successful delivery.















The strength of Business Analysis lies in its structured approach to problem-solving, stakeholder engagement, and continuous validation of requirements. By focusing on value delivery and solution relevance, Business Analysts play a pivotal role in ensuring that business goals are met efficiently and effectively.

Whether it's launching a new product, improving internal processes, or implementing enterprise-wide changes, the Business Analysis discipline ensures that every solution is both feasible and aligned with business objectives. It transforms scattered ideas into structured outcomes and bridges the gap between business vision and technical execution making it indispensable in today's complex and evolving business landscape.



Why Use Business Analysis

Some of the key benefits of using Business Analysis in any project

-  **Improves Decision-Making**
Provides actionable, data-driven insights to guide smart business decisions and reduce uncertainty.
-  **Aligns Projects with Business Goals**
Ensures that every initiative supports the organization's strategic vision and delivers measurable value.
-  **Reduces Costs and Increases Efficiency**
Continuous feedback is provided through the Conduct Daily Stand-up, and Demonstrate and Validate Sprint processes.
-  **Enhances Communication and Collaboration**
Fosters clear communication among stakeholders, ensuring shared goals and smooth coordination.
-  **Minimizes Project Failures**
Increases success rates by validating needs early and proactively addressing risks and gaps.
-  **Encourages Innovation and Continuous Improvement**
Promotes fresh thinking and helps evolve processes to stay competitive and relevant.
-  **Enhances Customer Satisfaction**
Aligns solutions with real customer needs, improving user experience and long-term loyalty.
-  **Supports Strategic Planning and Long-Term Vision**
Breaks down strategic goals into achievable initiatives aligned with growth plans.
-  **Facilitates Regulatory and Compliance Requirements**
Helps ensure processes, data, and systems meet legal, industry, and quality standards.
-  **Promotes Better Change Management**
Supports smooth transitions by assessing impacts and preparing teams for organizational change.
-  **Drives Measurable Business Value**
Tracks ROI, benefits realization, and ensures analysis delivers tangible business outcomes.
-  **Strengthens Stakeholder Engagement**
Builds trust through transparency, involvement, and clear articulation of business needs.
-  **Enables Proactive Problem Solving**
Identifies and resolves root causes of challenges before they escalate into major issues.
-  **Improves Data Utilization and Business Intelligence**
Maximizes the value of business data to support evidence-based decisions.

Who is Using Business Analysis



The world's top organizations rely on Business Analysis to drive smarter decisions, streamline operations, and deliver customer-centric solutions.

Business Analysis has grown rapidly in relevance since its formalization in the early 2000s. Today, it is recognized as an essential discipline across industries for bridging the gap between business needs and technical solutions. The increasing demand for certified Business Analysts and BA professionals highlights its critical role in modern organizations.

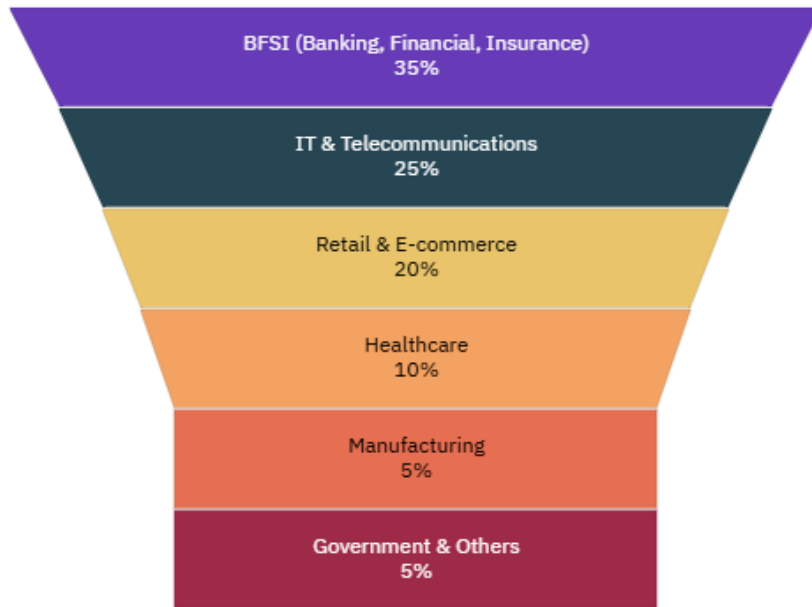
A common misconception is that Business Analysis is confined to IT projects or software development. While it is widely used in these areas, research and industry trends show that Business Analysis delivers exceptional value in diverse fields such as Finance, Healthcare, Retail, Manufacturing, Telecommunications, and even Government sectors. Whether optimizing internal processes or launching innovative products, Business Analysis plays a key role in ensuring business success.

- Microsoft's Workplace Analytics team analyzed office layouts and reduced travel time across offices, saving about 100 hours per week and US \$520,000 annually through data-driven organizational decisions.
- Uber's support platform, COTA leveraged analytics and A/B testing to reduce ticket resolution time by around 10% and improve customer support efficiency
- American Express used analytics to identify up to 24% of at-risk customers (in Australia), leading to targeted retention actions that significantly reduced churn

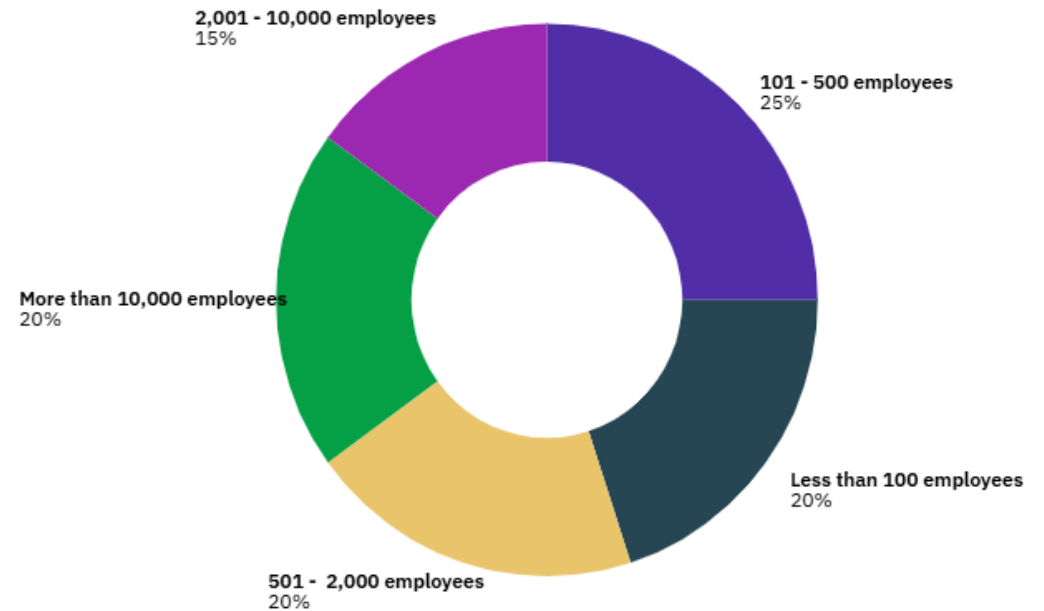
Who is Using Business Analysis

The figure below illustrates how Business Analysis is no longer limited to IT alone. In today's fast-changing technological and economic landscape, organizations need clear insight, strategic alignment, and value-driven decisions. Business Analysis meets this need by identifying real business problems, defining solutions, and enabling adaptive change across diverse industries like healthcare, finance, logistics, and retail.

One key reason behind the widespread adoption of Business Analysis is its scalability. Whether it's a startup with a handful of employees or a global enterprise with tens of thousands, Business Analysis practices can be tailored to fit the needs and structure of any organization. The figure below illustrates the distribution of companies using Business Analysis based on their employee size.



Distribution of companies using Business Analysis by Industry



Distribution of companies using Business Analysis by employee count

Thus, Business Analysis is being used for successful project delivery across industries, irrespective of company size, geographic location, or the type of project. Being a value-driven and adaptable discipline, Business Analysis can be customized to meet the unique needs of any project environment.

Harvard Business Review

“Effective metrics are essential for focusing attention and achieving results.”

- HBR highlights that business analysis, through data and metrics, is central to effective management.

Gartner

“Only 20% of analytics insights will deliver business outcomes through 2022,” emphasizing the need to adopt strong analytics practices. - Gartner

Forbes

“In 2024, business analysts will drive game-changing strategy,” highlighting their strategic influence in organizations. - Forbes

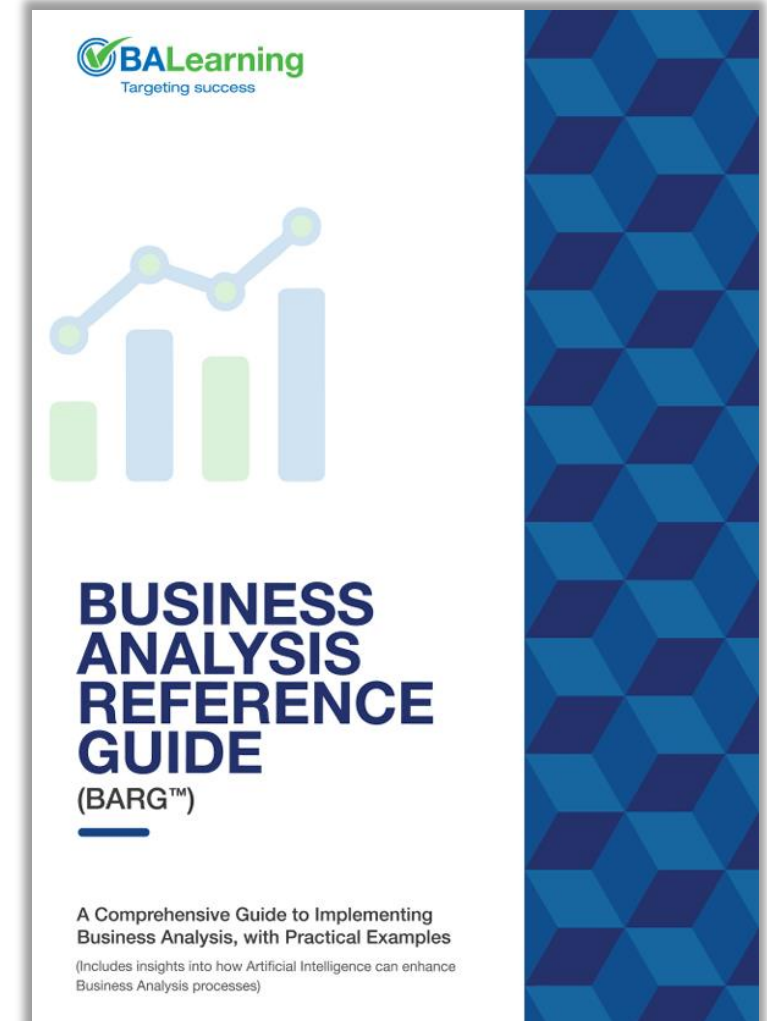
- Business Analysis is used by most companies to identify needs, define solutions, and drive change to deliver business value effectively.
- IIBA, Canada is the most well-established accreditation body for Business Analysis but we believe that their certifications are too expensive and antiquated so a potential market opportunity for BALearning.com

- Global Business Information Market: Valued at USD 164.9 billion in 2023, expected to reach USD 272.96 billion by 2032, with a 5.8% CAGR this sector includes business analysis tools/services alongside BI, competitive intelligence, and data intelligence.
- Business Analytics & Enterprise Software - Combined sector (which includes BA) is forecasted to grow from USD 601.4 billion (2024) to USD 1,144.9 billion by 2029, at a 13.7% CAGR.

A Guide to the Business Analysis Reference Guide (BARG™) has been developed as a vital resource for organizations and professionals aiming to implement effective Business Analysis practices. It is intended both for those initiating Business Analysis efforts and for those seeking to improve existing practices and outcomes. The BARG™ framework draws from extensive industry experience and insights gained across diverse sectors and organizational sizes. Contributions from Business Analysis experts, practitioners, and global training partners have shaped its practical and scalable approach.

The **Business Analysis Reference Guide (BARG™)** is especially valuable:

1. For Business Analysis Core Team members including:
 - **Business Analysts** who want to deeply understand the role of analysis in driving stakeholder value, managing requirements, and aligning solutions with business goals.
 - **Product Owners and Managers** looking to apply structured analysis techniques for better decision-making, prioritization, and customer insight.
 - **Project Managers and Solution Designers** seeking clarity on business analysis inputs for successful solution delivery.
2. As a comprehensive guide for all Business Analysis practitioners working on digital transformation, process improvement, or product development initiatives in any organization or industry.
3. As a reference source for anyone interacting with Business Analysts, including but not limited to Project Sponsors, Architects, Developers, QA Professionals, Product Owners, Program Managers, and other key stakeholders.
4. As a knowledge base for learners with no prior experience in Business Analysis who want to build a strong foundation and apply real-world BA practices using a structured, modern framework.



Framework of the Business Analysis Reference Guide

The Business Analysis Reference Guide is broadly divided into the following three areas:



Principles covered in chapter 2



✓ Expand on the six principles which form the foundation on which Business Analysis is based.



Aspects covered in chapter 3

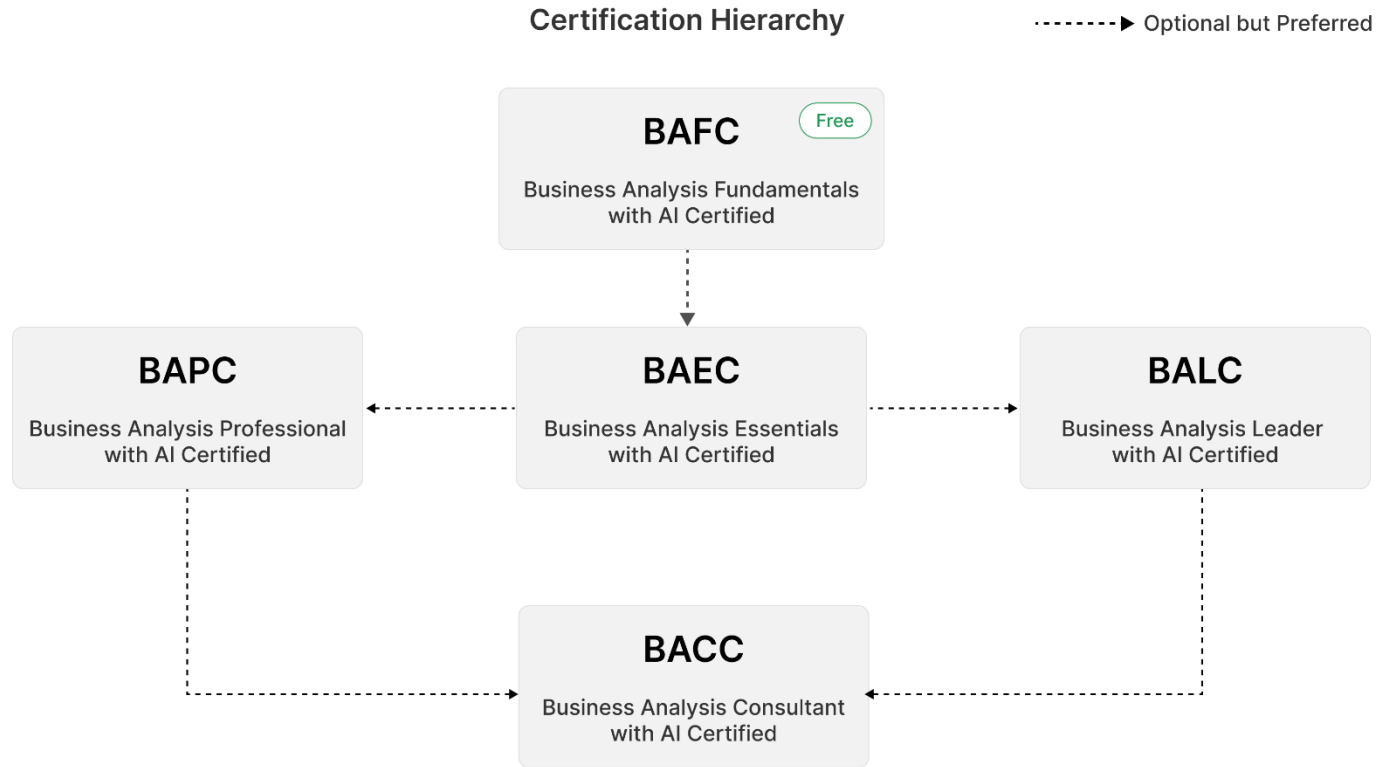


✓ Describe the seven aspects that are important considerations for all Business Analysis initiatives.

Processes covered in chapters 4 through 8 include

The fourteen fundamental Business Analysis processes and their associated inputs, tools, and outputs.

Chapter	Phase	Fundamental Kanban Processes
For Entire Organization Or Workspace:		
4	Setup	<ol style="list-style-type: none">1. Create Business Analysis Vision2. Identify Business Analyst(s) and Stakeholders3. Setup Business Analysis Policies4. Determine AI-enabled Business Analysis Tool (Optional)
For Specific Business Analysis Initiative:		
5	Initiate	<ol style="list-style-type: none">5. Identify Business Analysis Needs6. Receive Business Analysis Needs7. Accept Business Analysis Needs8. Finalize Business Analysis Team and Stakeholders
6	Plan	<ol style="list-style-type: none">9. Determine Solution Templates10. Determine Stages and Stakeholder Engagement
7	Implement	<ol style="list-style-type: none">11. Gather Requirements and Designs12. Refine and Validate Requirements and Designs13. Create Solutions and Obtain Approval
For Entire Organization Or Workspace, And For Specific Business Analysis Initiative:		
8	Enhance	<ol style="list-style-type: none">14. Retrospect and Improve



BALearning™ certified professionals drive smarter decisions, streamlined processes, and measurable business outcomes. With practical Business Analysis skills, they handle real-world challenges like stakeholder engagement, requirements management, and strategic alignment.

While most certifications have no strict prerequisites, the chart above shows the recommended certification pathway, starting with fundamentals and progressing to specialized and consultant-level expertise.

While most certifications have no strict prerequisites, the chart above shows the recommended certification pathway, starting with fundamentals and progressing to specialized and consultant-level expertise.

Practical Implementation using an AI-powered SaaS tool – Vabro.ai

Understanding Business Analysis is essential, but mastering it requires a structured approach. Bring this to life with the Vabro.ai, an advanced AI-powered SaaS platform designed for effective business analysis learning and application.

With Vabro.ai, learners can:



Capture and refine requirements seamlessly

Across stakeholders, projects, and departments using Vabro Forms. Submitted forms automatically become tasks that sit on your board, allowing you to move them through different stages as work progresses.



Leverage AI guidance

Analyze business needs, validate requirements, and receive suggested solutions, all while ensuring alignment with project goals.



Track project alignment in real-time

Monitor progress with intelligent dashboards and automated requirement traceability, keeping every stakeholder informed.



Foster collaboration and clarity

Link business goals with technical deliverables and stakeholder expectations, and respond directly to form submissions via email or soon via WhatsApp.



Gain hands-on experience

Create, manage, and review business requirements within a live platform, experiencing firsthand how Vabro streamlines end-to-end requirement management.

