

What's Product Ownership Analysis?

Product Ownership Analysis is a **discipline** that assists teams to create and deliver exceptional products and services, for their customers and stakeholders, with proven practices cultivated from a range of domains.

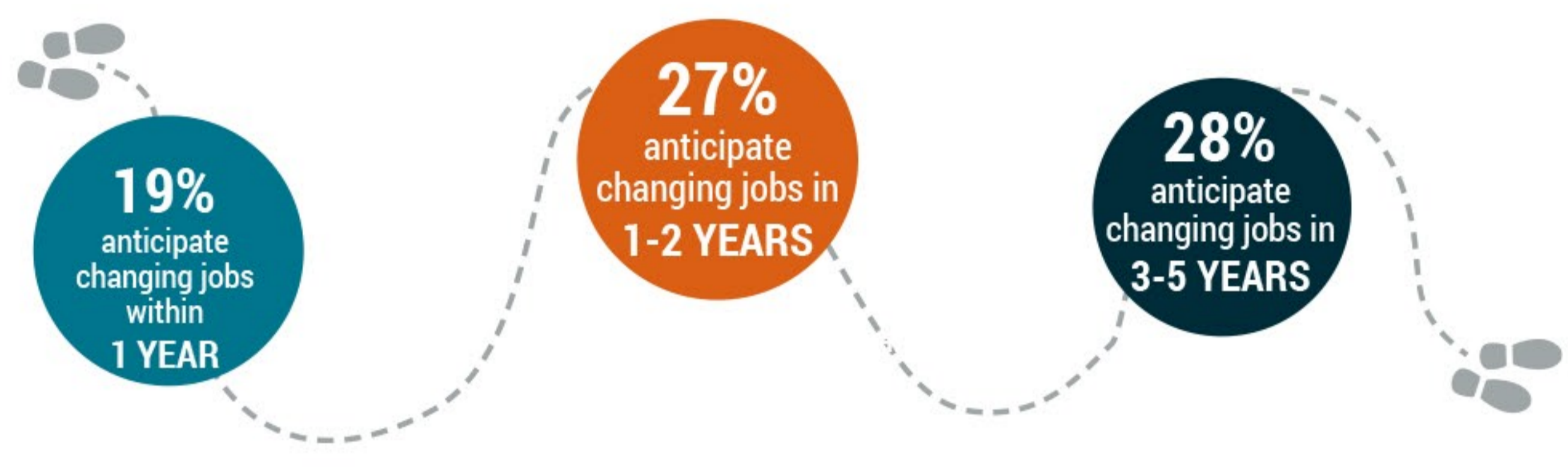
Business Analysis Skills Lend Themselves to Product Ownership

BUSINESS ANALYSIS SKILLS REQUIRED BY A PRODUCT OWNER ANALYST
 Respondents were able to make multiple selections

We asked respondents to select the Agile analysis approaches, techniques and skills required by a Product Owner Analyst role.

Cultivating Customer Intimacy	89%
Delivering Enough Value (to allow for feedback)	95%
Advancing Organizational Strategy	84%
Creating Value Continuously	93%
Nurturing Creativity, Innovation & Team Collaboration	90%
Adapting to Feedback	93%

Did You Know Business Analysts are Considering the Product Owner Role?



36% of respondents said they are looking at **transitioning from a Business Analyst to a Product Owner role**; **27%** reported they are not ready yet but are **planning to transition in the future**.

Many Business Analysts are Doing Product Ownership Work



35%

of Business Analysis professionals are practicing in agile and doing product ownership work.



In the United States, the Average Salary for a Product Owner is \$109,469 per Year.

Source: Indeed.com
<https://www.indeed.com/career/product-owner/salaries>

Salary by Experience

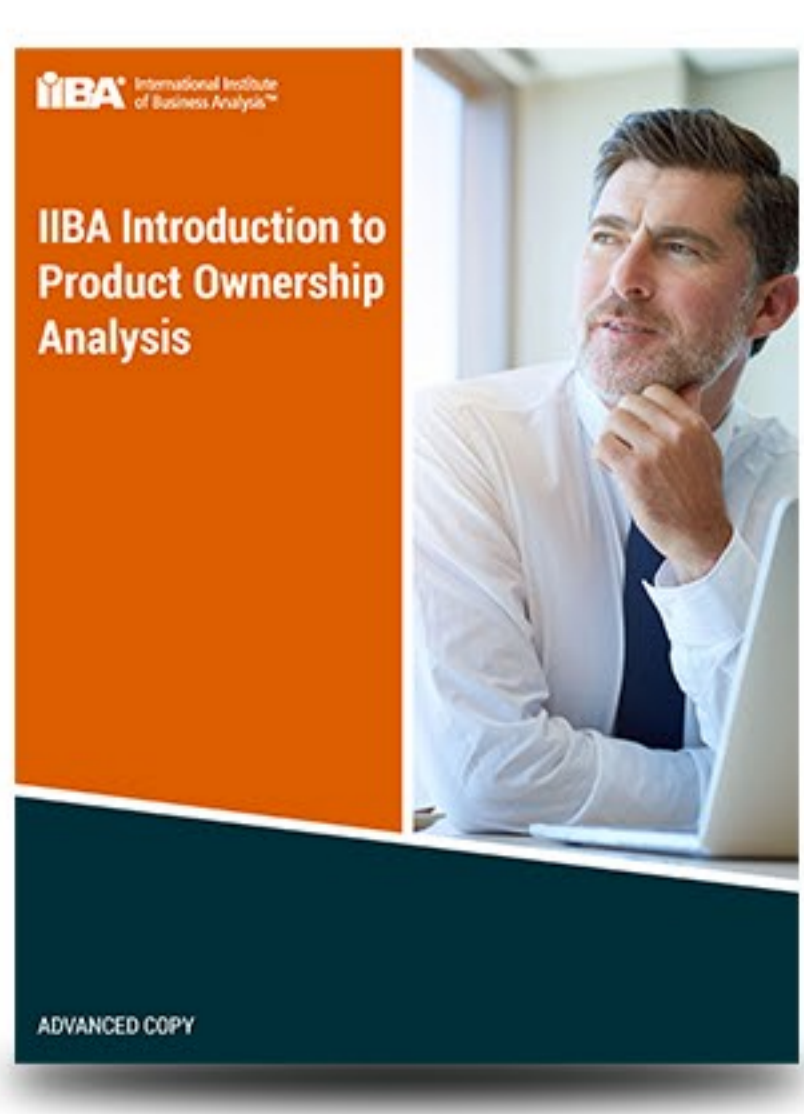
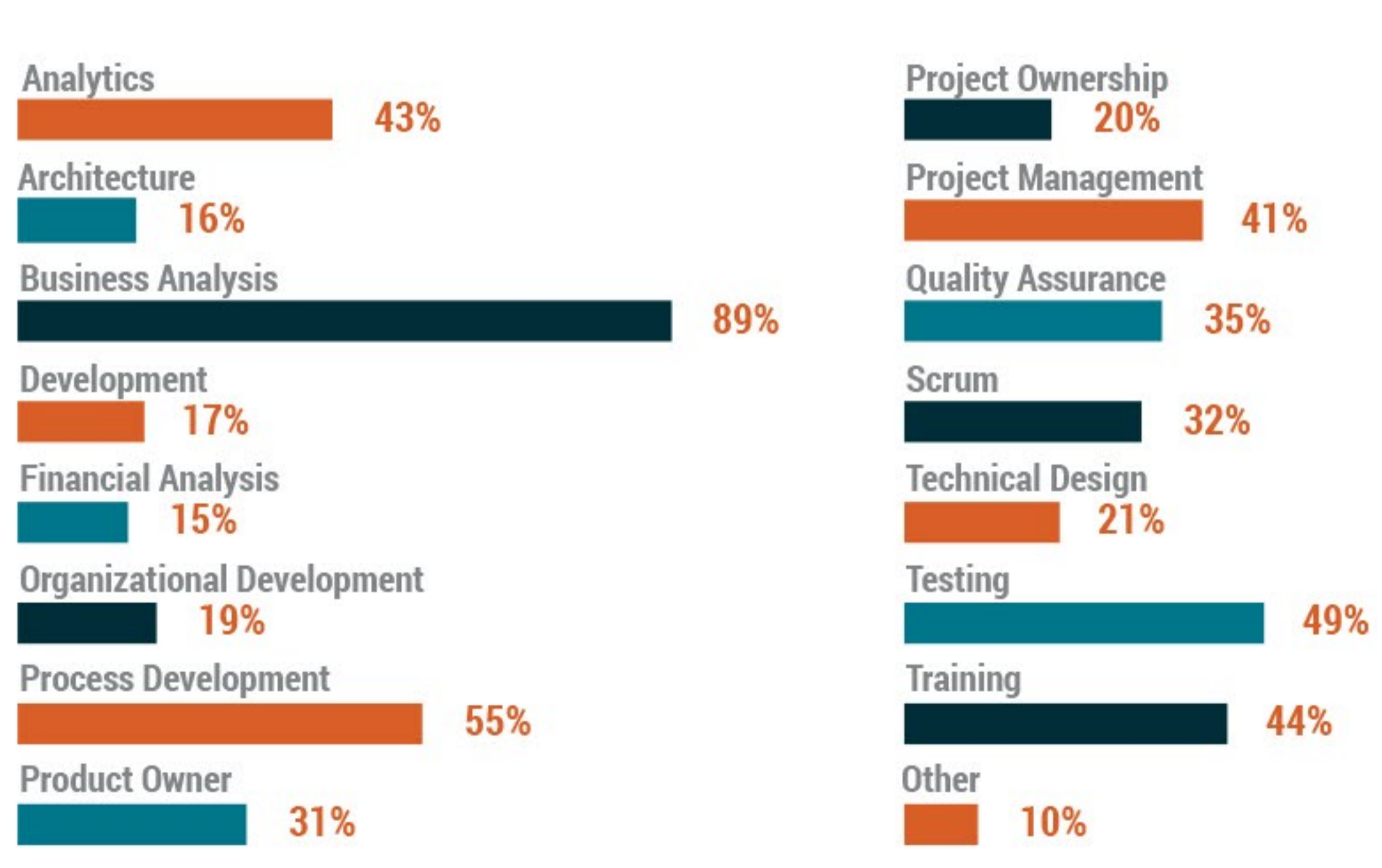


Source: <https://productmanagerhq.com/product-owner-salary/>

Business Analysis Responsibilities Support Product Ownership Work

Respondents indicated they are spending **31%** of their time performing product owner related work.

CORE RESPONSIBILITIES
 Respondents were able to make multiple selections
 Top areas and percentage of time spent performing this work



Interested in Product Ownership Analysis?

Learn about this new discipline, how business analysis integrates with Product Ownership and the POA Framework.

Download your free copy of IIBA's Introduction to Product Ownership Analysis at IIBA.org/POA.