

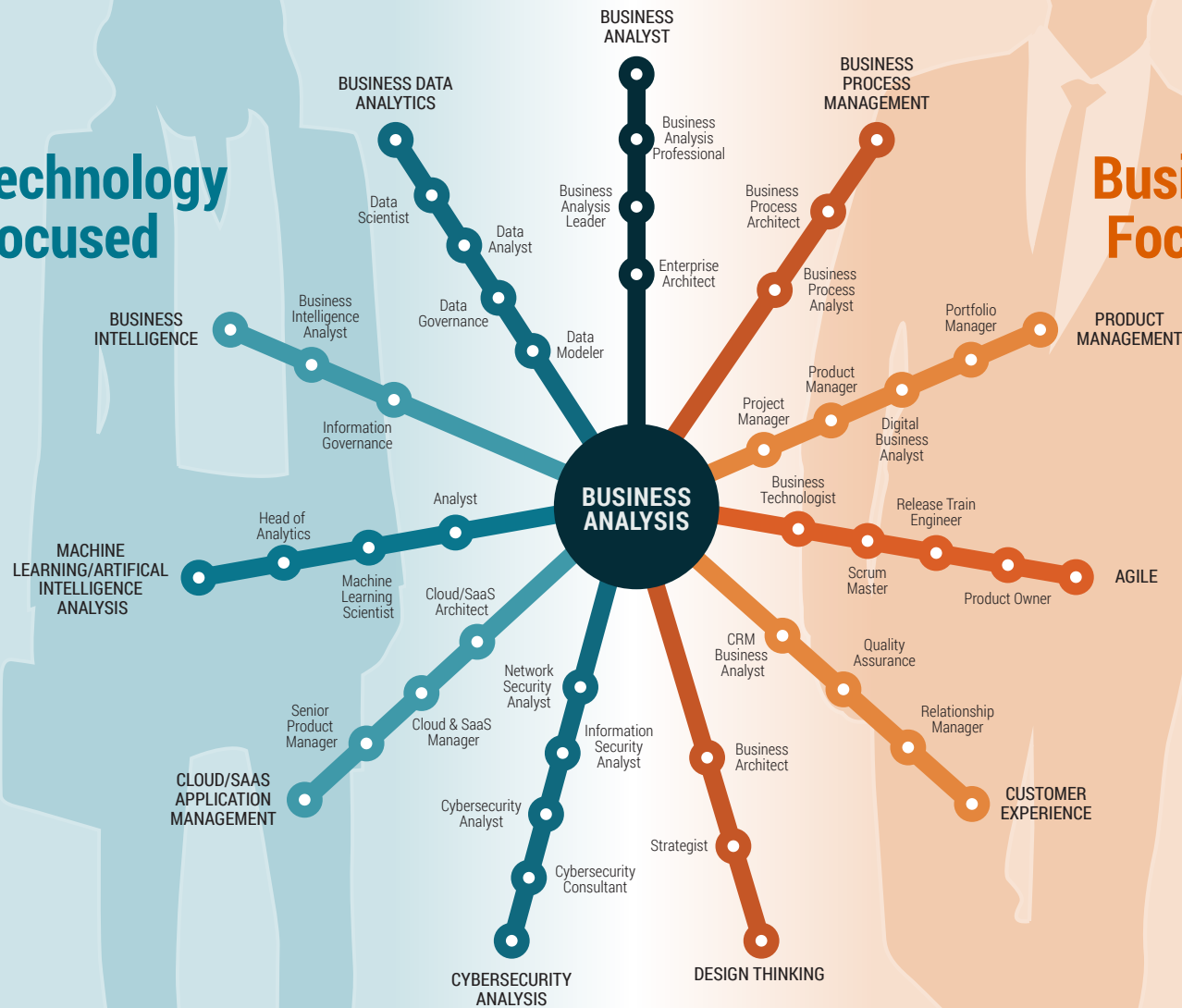
# BE AN AGENT OF CHANGE

Understand a business's changing needs and provide solutions to improve processes and systems

## It's a World Full of Opportunities

### Technology Focused

### Business Focused



# BUSINESS ANALYSIS

"The practice of enabling change in the context of an enterprise by defining needs and recommending solutions that deliver value to stakeholders; it is using a specific set of tools and techniques to uncover and analyse the needs or potential opportunities in order to drive business value delivery."

- A Guide To The Business Analysis Body of Knowledge® (BABOK® Guide)



# BE IN DEMAND

## 2.7M

The number of job profiles for all US business analysts. Increased from 364K as indicated by IBM<sup>1</sup>

## 14,000

Business Analysis jobs posted on Indeed.com and expected to grow by 30%<sup>2</sup>

## 85% of companies

will adopt user and entity big data analytics by 2022. The role of a business analysis will transform in line with the change.<sup>3</sup>

2018-2028

## 85% increase

projected in jobs related to Business Analysis.<sup>4</sup>

## Higher-Than-Average Entry Level Salary

Reflecting the intense demand for business analysis professionals who are certified, the average starting salary at many large organizations has increased to attract top talent.

## \$75,000

Indeed.com\*

## \$69,500

SalaryList.com\*

## \$69,000

Glassdoor.com\*

## \$59,500

PayScale.com\*

## Adding Value Across All Industries



Information Technology



Finance and Insurance



Professional, Scientific and Technical Services



Government



Healthcare



Manufacturing



Public Administration



Utilities



Educational Services



Other - from Retail and Wholesale Trade to Real Estate and Construction

Business Analysis Professionals Who Hold One or More IIBA Certifications **EARN 12% MORE THAN AVERAGE**

## CERTIFY YOUR FUTURE

International Institute of Business Analysis® (IIBA®) is a non-profit professional association serving the growing field of business analysis. As the global thought leader and voice of the global business analysis community, IIBA actively supports the recognition of the profession, and works to maintain global standards for the ongoing development of the practice and certifications.

## IIBA.ORG/CERTIFICATIONS

1 & 3 Source: <https://www.batimes.com/articles/the-future-of-business-analysis.html>

2 Source: <https://www.iiba.org/business-analysis-blogs/>

4 Source: US Department of Labor, September 1, 2020

\*Source: <https://www.discoverdatascience.org/career-information/business-analyst/salary/>

