

# 2024 GLOBAL STATE OF BUSINESS ANALYSIS

PART 2 INFOGRAPHIC

## Demographics

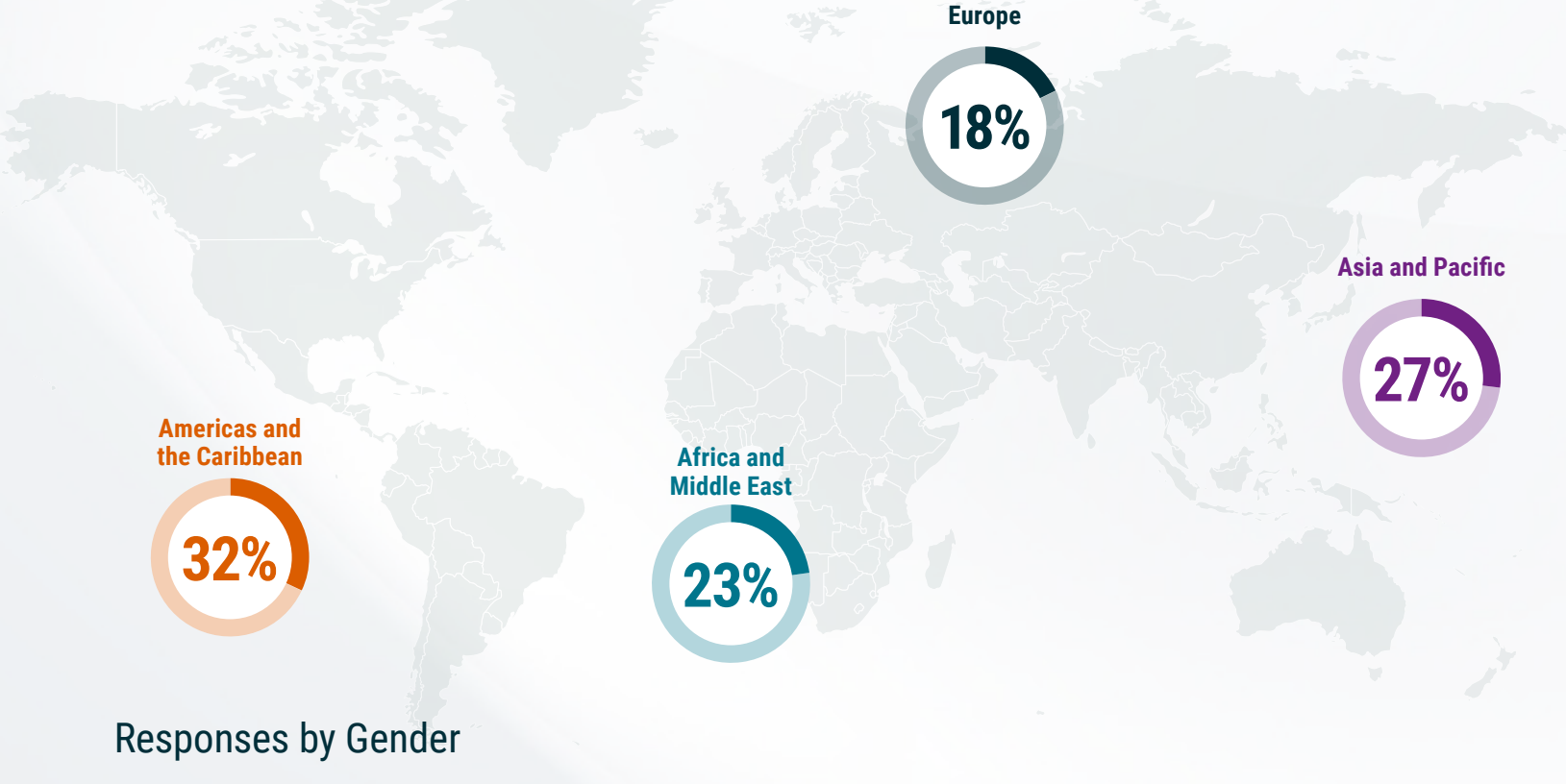
### Exploring the Diverse Business Analysis Landscape

As we delve into the demographics of responses from business analysis professionals, it's important to note the varied regions shaping the global landscape. This exploration is a key step in understanding the broader state of business analysis worldwide, showcasing the diverse influences contributing to the profession.

#### Responses by Region

165 Countries

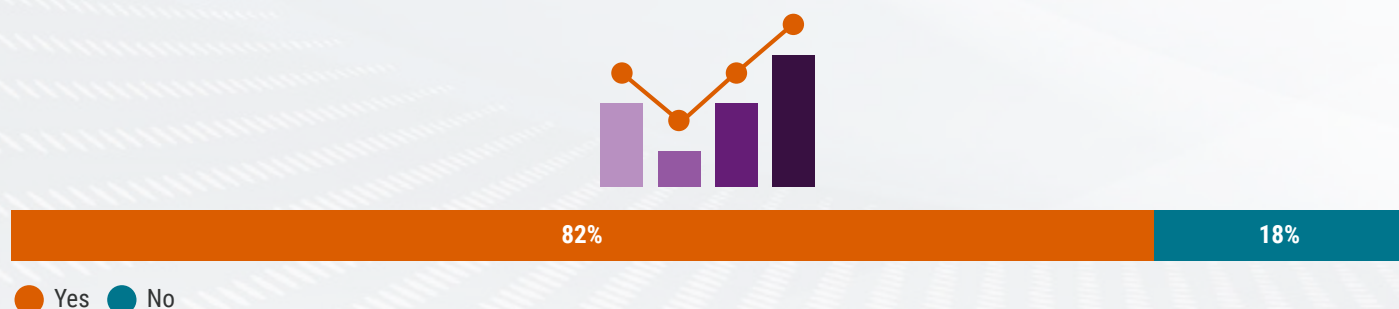
4,406 Respondents



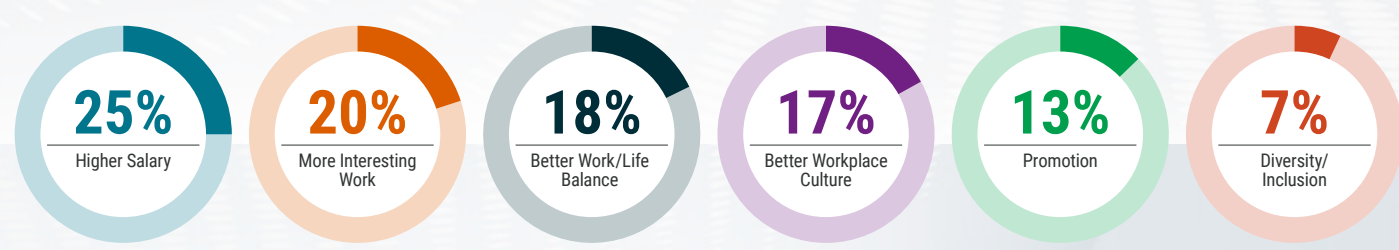
#### Responses by Gender



#### Is Business Analysis Formally Acknowledged in Your Organization?



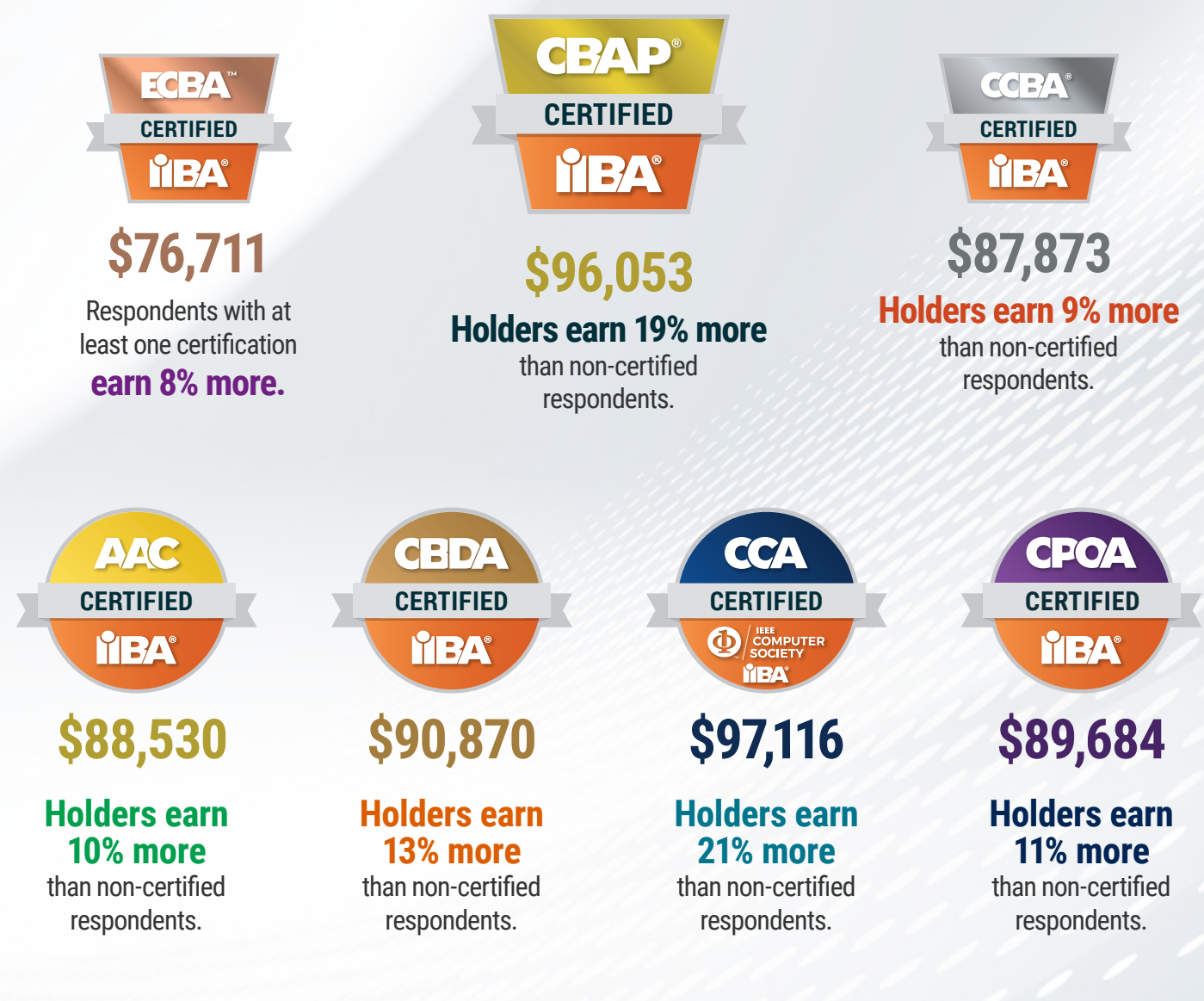
#### Biggest Reason to Change Jobs



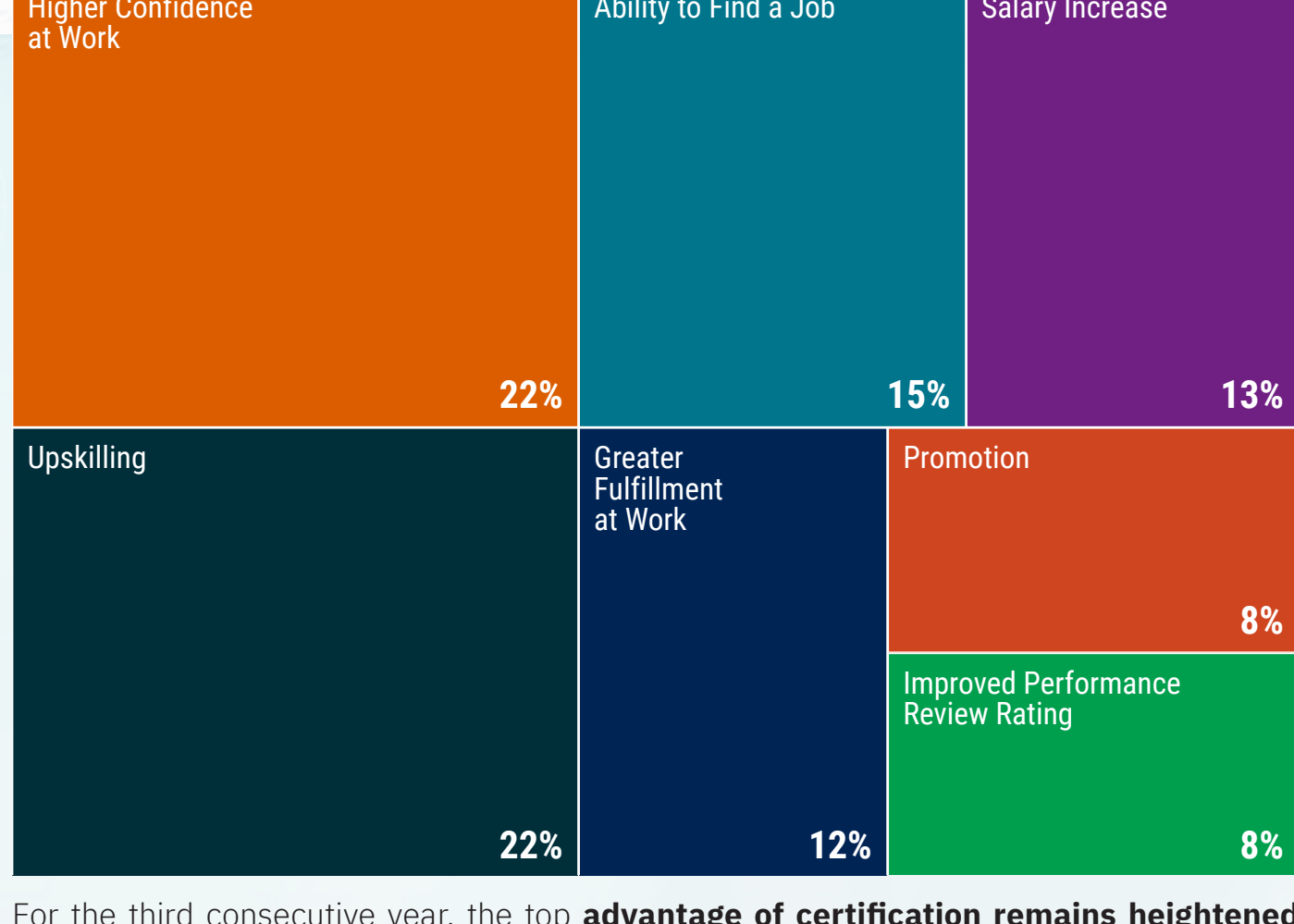
#### Top 5 Areas of Desired Growth



## Average Salary by Certification

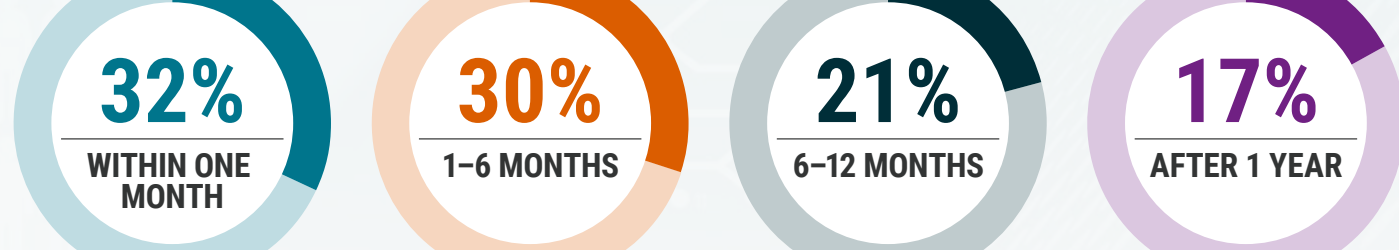


#### Benefits of Certification



For the third consecutive year, the top **advantage of certification remains heightened workplace confidence**. Not only does certification demonstrate competence, but it also fosters self-assurance and resilience. Each year, the correlation between certification and confidence becomes clearer, solidifying the idea that certification drives professional growth and success in the workplace.

#### When Did You Start Seeing the Benefits of Certification?

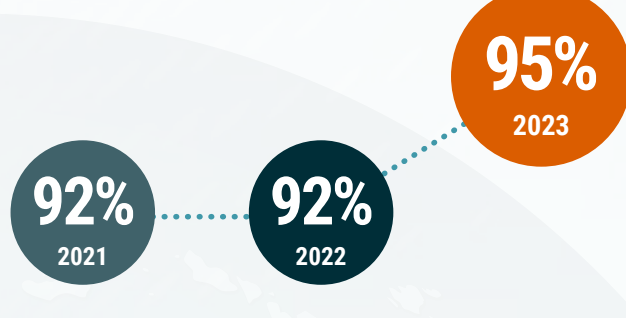


Among the individuals surveyed, **83% saw the benefits of certification within the first year**, while 32% saw benefits immediately—a 5% rise from the last report. This uptick suggests growing recognition of the value of certification in the workplace.

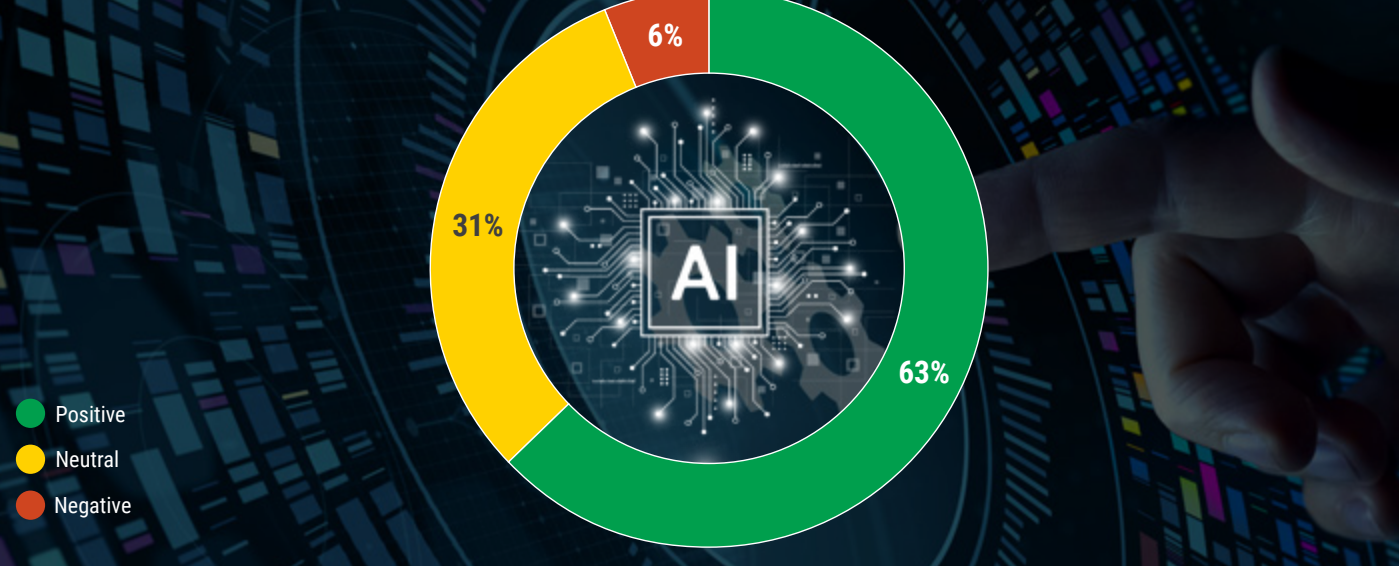
#### Would You Recommend Certification to a Colleague to Support Career Development?



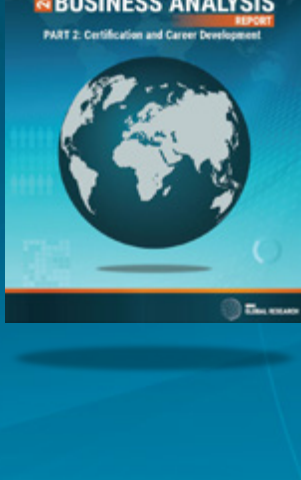
An overwhelming 95% of respondents would recommend certification to their colleagues as a means to support career development, a 3% increase compared to the data recorded in both 2021 and 2022.



#### What Kind of Impact Will Artificial Intelligence Have on Your Career?



With the increasing integration of artificial intelligence in various industries, including business analysis, 63% of respondents anticipate a positive impact on their careers. This sentiment reflects a growing recognition of AI's potential to streamline processes, enhance decision-making capabilities, and drive innovation in business analysis practices. Additionally, 31% hold a neutral outlook. Only a minority of 6% foresee any negative repercussions, suggesting a prevailing optimism surrounding AI's role in shaping the future of business analysis.



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