HIGH PERFORMERS REALIZE 65% ROI WITH 190% MORE USE OF BUSINESS ANALYSIS PROFESSIONALS IN BUSINESS DATA ANALYTICS (BDA) PRACTICES

The difference between high performers and laggards appears in a set of BDA practices and a corporate commitment to measuring these practices.

**BDA PRACTICES**

<table>
<thead>
<tr>
<th>Practice</th>
<th>High Performers (%)</th>
<th>Laggards (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build a Data Culture, and Train theData Team</td>
<td>85%</td>
<td>50%</td>
</tr>
<tr>
<td>Influence Decision Makers and CEO</td>
<td>77%</td>
<td>50%</td>
</tr>
<tr>
<td>Drive Marketing Strategy and Business Strategy</td>
<td>88%</td>
<td>50%</td>
</tr>
<tr>
<td>Build or Hire to Implement Analytics in Business Processes</td>
<td>86%</td>
<td>50%</td>
</tr>
<tr>
<td>Identify the Highest ROI Projects and Make Decisions</td>
<td>89%</td>
<td>44%</td>
</tr>
<tr>
<td>Monitor, Track, and Report Financials</td>
<td>85%</td>
<td>44%</td>
</tr>
</tbody>
</table>

**Did You Know?**

**3X HIGHER ROI**

Experience in BDA practices had 3X ROI versus laggards.

**2X FAILURE RATE**

2.4X higher project failure among laggards when business analysis professionals are NOT leading the BDA practices.

**DATA-DRIVEN ORGANIZATIONS HAVE A SIZEABLE COMPETITIVE ADVANTAGE ON**

- Increased Productivity
- Revenue Growth
- Business Agility
- wider adoption

**ROI ON DATA ANALYTICS INVESTMENTS**

- 3X ROI on average
- 2X ROI realized by high performers

**BUSINESS ANALYSIS PROFESSIONALS PLAY A CRITICAL ROLE IN THE TRANSFORMATION TO A DATA-DRIVEN ORGANIZATION**

80% of executives believe their industry will be disrupted in the next two years and 75% of executives believe their organizations need to be data-driven.

Download the Data Analytics Summary Report to learn more about the capabilities leading to project success and the impact of business analysis in driving increased ROI and reduced failure rates in data analytics projects.

[GO.IIBA.ORG/DATA-ANALYTICS-SUMMARY-REPORT](#)

**IIBA'S Certification in Business Data Analytics recognizes business analysis professionals skilled at BDA practices who can help achieve successful enterprise rollouts.**

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*Source: McKinsey and Meta, PwC, & Deloitte Data Analytics Survey, NYC, 2021*