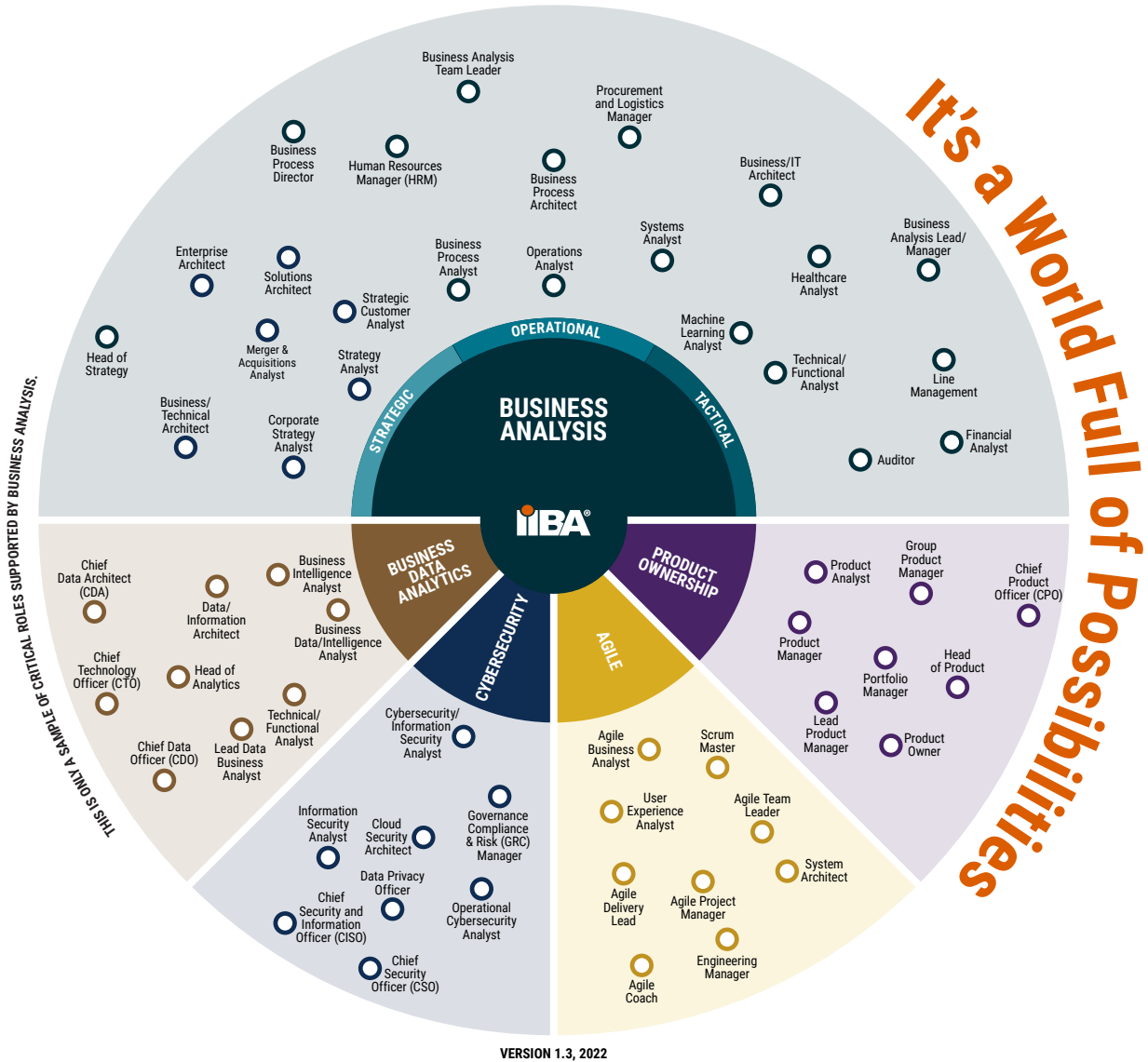


# DISCOVER BUSINESS ANALYSIS CAREERS

You may be surprised at the diverse range of business analysis roles in today's organizations.

## BE AN AGENT OF CHANGE.



## WHAT IS 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 analyze the needs or potential opportunities in order to drive business value delivery.”

— *A Guide to the Business Analysis Body of Knowledge (BABOK Guide)*

# IN DEMAND ACROSS ALL INDUSTRIES

Position yourself for more opportunities and a future-proof career.

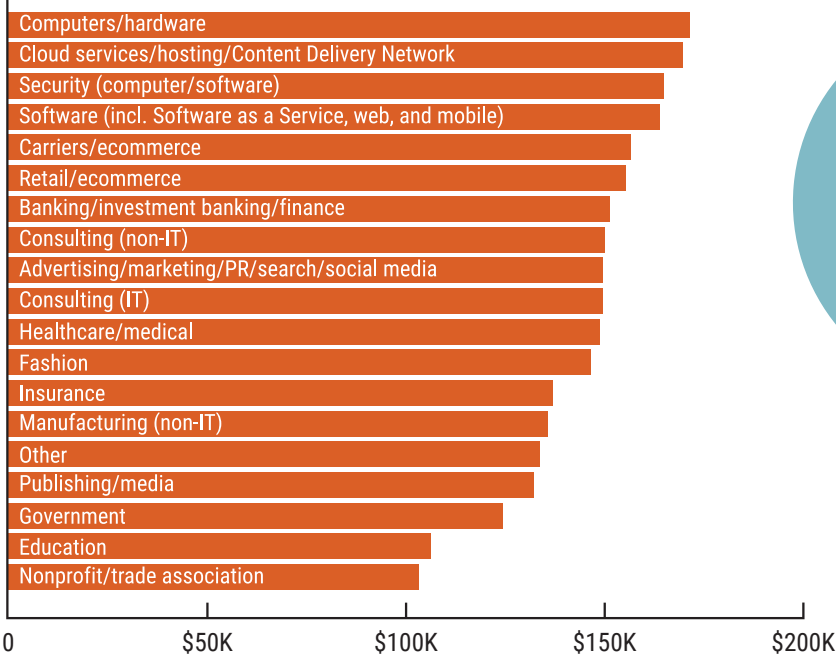
## Higher-Than-Average Entry Level Salary (\$62,000)<sup>1</sup>

Salaries can vary depending on the specific role, skills, location, and even the industry you work within.

Average Salary by Title <sup>2</sup>	
Business Management Analyst	\$60,428
Business Performance Analyst	\$60,678
Business Analyst II	\$64,981
Business Intelligence Analyst	\$66,791
Application Business Analyst	\$66,882

Average Salary by Industry <sup>3</sup>	Entry	Experienced
Healthcare	\$66,000	\$91,869
Finance	\$65,000	\$91,623
Manufacturing	\$65,000	\$89,168
Technology	\$62,000	\$88,461
Insurance	\$55,000	\$80,296

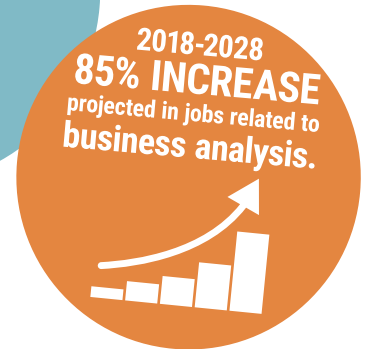
### Other Industries<sup>4</sup>



Source 1, 2, 3, 4: PayScale. Date for roles in United States in USD.



Source: 2022 Global State of Business Analysis Report.



Source: US Department of Labor.

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For over 20 years, the International Institute of Business Analysis (IIBA) has shaped the practice of business analysis to achieve better enterprise outcomes. A professional association with 30,000 members, 120 chapters, 1,500 volunteers, and 500 partners worldwide, IIBA supports the recognition of business analysis within organizations. It enables networking and community engagement, provides foundational standards and resources, and offers internationally recognized certification programs for career advancement.