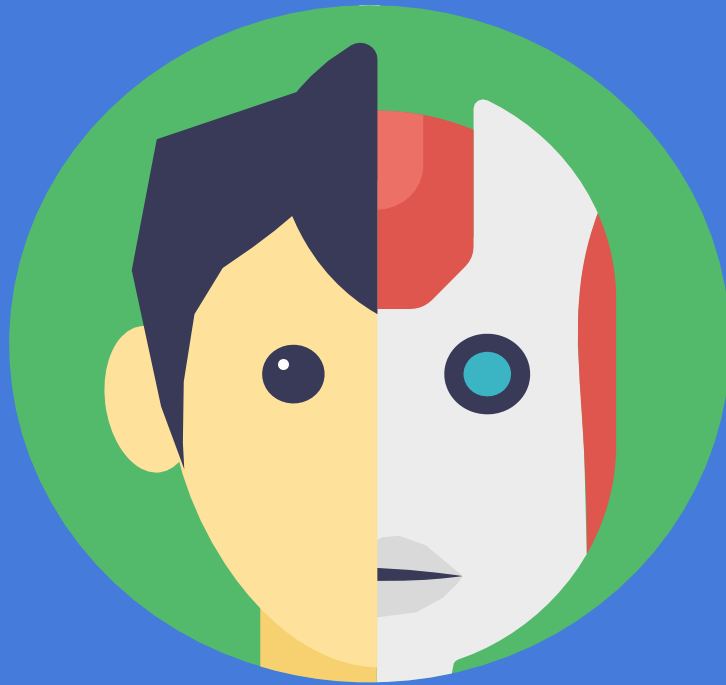# Achieving AI-Driven Business Transformation with Business Analysis

A whitepaper by The BA Practice:

Twelve Crucial Business Analysis Factors

February 2023

BA PRACTICE

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About The BA Practice

Welcome to The BA Practice, a leading business analysis training organisation and consultancy firm that provides comprehensive training to individuals and organisations of any size. Our training programs are designed to help professionals stay ahead of the curve and prepare for tomorrow's challenges.

At The BA Practice, we are committed to empowering individuals and organisations with the skills and knowledge needed to succeed in today's fast-paced business environment.

Our tagline

> *"Stay ahead of the curve with our business analysis training for tomorrow's challenges"*

reflects our dedication to providing cutting-edge training that prepares professionals for the future.

Our vision is

> *"To be Australia's leading consultancy, and business analysis training organisation that delivers value to its clients, their organisations & projects."*

We strive to achieve this vision by providing top-quality training, consulting services, and support to our clients.

Our services

- Business Analysis Certification Training and Exam Preparation
- Business Analysis Consulting
- Business Analysis Practice Setup
- Public Speaking and Conferences

Additionally, our Australian clients who take our training programs are supported by our guarantees such as:

- Price Beat Guarantee
- Price Protection Guarantee
- Guaranteed to Run
- 100% Success or Refund

Contact us or visit our website for full details (refer to the last page).

Managing Director's Message

What is Artificial Intelligence (AI)?

Artificial intelligence (AI) refers to systems that display intelligent behaviour by analysing their environment and taking actions – with some degree of autonomy – to achieve specific goals.

AI-based systems can be purely software-based, acting in the virtual world (e.g., voice assistants, image analysis software, search engines, speech, and face recognition systems), or AI can be embedded in hardware devices (e.g., advanced robots, autonomous cars, drones, or Internet of Things applications).

We use AI daily, e.g., to translate languages, generate video subtitles or block email spam. Many AI technologies require data to improve their performance.

Once they perform well, they can help improve and automate decision-making in the same domain. For example, an AI system will be trained to spot cyberattacks based on data from the concerned network or system.

Source: European Commission. (2018). Artificial intelligence for Europe

As the Managing Director and Trainer at The BA Practice, I recognise that the world is increasingly dependent on technology, and Artificial Intelligence (AI) is at the forefront of this transformation. AI is driving innovation across all industries, and companies are turning to it to streamline operations, reduce costs, and gain a competitive edge.

Firstly, I am pleased to introduce our newly created "Thought Leadership" program and the first whitepaper titled "Achieving AI-Driven Business Transformation with Business Analysis".

At The BA Practice, we have always strived to deliver value to our clients, organisations, and projects. Our commitment to this mission has been the driving force behind our success in providing top-notch business analysis training and consulting services to individuals and organisations of all sizes across various industries.

We are excited to announce the launch of our "Thought Leadership" program, which will showcase our deep industry knowledge, expertise, and innovation in business analysis. This program is designed to share our insights, research, and thought-provoking ideas on emerging trends, best practices, and industry-specific challenges.

Our first whitepaper, "Achieving AI-Driven Business Transformation with Business Analysis," is a testament to our commitment to delivering value and staying ahead of the curve in a rapidly evolving business landscape. We believe this whitepaper will provide valuable insights to our readers on how to harness the power of AI to transform their businesses and achieve their goals through business analysis.

We take great pride in our ability to help individuals and organisations achieve their full potential through our services, and we are confident that our "Thought Leadership" program will be a valuable addition to the resources we provide. We look forward to your feedback and engagement as we embark on this exciting journey together.

I appreciate your interest in this whitepaper.

Sincerely,

Kevin Gupta – The BA Practice

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Executive Summary

Artificial intelligence (AI) has the potential to transform the way organisations operate but developing AI solutions can be a complex and challenging process. Business analysis can ensure that AI solutions align with business needs and deliver value. This whitepaper explores how business analysis can assist in developing AI solutions and the benefits it can bring to organisations.

The whitepaper identifies twelve key factors that business analysts should consider when developing AI solutions, including identifying business needs, assessing data quality and availability, and ensuring compliance with legal and ethical considerations. The whitepaper also examines business analysts' challenges when developing AI solutions and offers strategies to address them.

Overall, the whitepaper highlights the importance of integrating business analysis into the AI development process, emphasising that AI solutions must be aligned with business objectives, data-driven, and scalable. The whitepaper concludes by underscoring that successfully implementing AI solutions requires a collaborative approach involving business analysts and other stakeholders.

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Introduction

As artificial intelligence (AI) continues to revolutionise industries and transform how businesses operate, the importance of understanding and effectively utilising AI has become increasingly apparent. Business analysis is critical in developing and deploying AI solutions, providing a structured approach to identifying, analysing, and solving complex business problems. By leveraging business analysis techniques and methodologies, organisations can ensure that their AI solutions are aligned with their strategic objectives and are designed to meet the needs of their stakeholders.

This whitepaper explores how business analysis can assist in developing AI solutions for businesses. We will examine the unique challenges that arise in the context of AI, such as the need for data governance, the ethical considerations surrounding AI, and the complexity of integrating AI solutions into existing systems and processes. We will also discuss how business analysis can help organisations overcome these challenges and maximise the value of their AI investments, from requirements gathering and analysis to design and implementation. We will explore the benefits of a structured approach to AI development, including increased efficiency, reduced costs, and improved stakeholder outcomes.

This whitepaper is designed for business leaders, IT professionals, and business analysts interested in learning more about the intersection of business analysis and AI. By understanding the critical role that business analysis plays in developing and deploying AI solutions, organisations can ensure that they are well-positioned to leverage the full potential of this transformative technology.

- 1 Business Problem Identification
- 2 Data Quality
- 3 Data Governance
- 4 Explainability
- 5 Ethical Considerations
- 6 Regulatory Compliance
- 7 User Experience
- 8 Scalability
- 9 Performance
- 10 Maintenance
- 11 Cost
- 12 Training and Adoption

Twelve crucial factors to achieve AI-Driven Business Transformation with Business Analysis – The BA Practice

Problem Statement

As organisations increasingly turn to Artificial Intelligence (AI) to drive innovation and gain a competitive edge, there is a growing need for professionals with Business Analysis (BA) skills to guide the development of successful AI solutions. However, many organisations fail to upskill their Business Analysts in the unique considerations of developing AI solutions.

This lack of upskilling results in a gap between the skills organisations needs to develop successful AI solutions and the skills that their Business Analysts possess. Without the necessary skills, Business Analysts cannot effectively identify business needs, assess data quality and availability, identify legal and ethical considerations, and ensure scalability when developing AI solutions.

Furthermore, this skills gap results in sub-optimal AI solutions that fail to deliver value and meet business objectives. Without the ability to apply Business Analysis skills to AI development, organisations are missing out on the opportunity to leverage AI's potential and fully achieve digital transformation.

In this whitepaper, we explore the unique considerations involved in developing AI solutions and highlight the twelve key factors that Business Analysts should consider when developing AI solutions. We also examine the current state of upskilling efforts for Business Analysts and provide recommendations for organisations looking to close the skills gap and fully leverage the potential of AI.

By addressing the skills gap and upskilling Business Analysts in the unique considerations involved in developing AI solutions, organisations can ensure that their AI solutions deliver value, meet business objectives, and enable digital transformation.

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Twelve Crucial Business Analysis Factors

Artificial intelligence (AI) can revolutionise how businesses operate. However, developing AI solutions is a complex process that requires a deep understanding of business needs and requirements. Business analysis can be critical in helping organisations develop AI solutions that meet their business objectives. This whitepaper will explore twelve crucial factors that business analysis should consider when developing AI solutions.

1. **Business Problem Identification**:

Business analysis can assist in identifying business problems that AI can solve. Business analysts can analyse business data and processes to identify areas where AI can add value. The business problem should be clearly defined to ensure the AI solution aligns with business objectives.

2. **Data Quality**:

Data quality is crucial for developing accurate AI solutions. Business analysts should ensure that the data used to create AI models is accurate, relevant, and high quality. Data quality should be assessed at each stage of the development process to ensure that the AI solution is reliable.

3. **Data Governance:**

Business analysis can ensure that data for training AI models are accurate, complete, and compliant with regulations. Through the analysis of data sources and data quality, business analysts can provide insights to ensure that AI models are trained on reliable data that adheres to ethical and legal considerations.

4. **Explainability:**

Business analysis can ensure that AI solutions are transparent and quickly explained to stakeholders. Business analysts can work with data scientists to develop interpretable models and create documentation that explains the reasoning behind AI-based decisions. This can help to build trust and improve the acceptance of AI solutions within the organisation.

5. **Ethical Considerations**:

AI solutions should be developed with ethical considerations in mind. Business analysts should work with stakeholders to identify potential ethical issues and ensure that solutions are developed with transparency and fairness. AI solutions should be designed to be explainable and interpretable.

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6. **Regulatory Compliance**:

AI solutions should comply with relevant regulations and standards. Business analysts should ensure that the AI solution is developed in compliance with applicable regulations, such as data privacy laws and industry standards.

7. **User Experience**:

AI solutions should be designed with the user in mind. Business analysts should ensure the user experience is intuitive and easy to use. AI solutions should be prepared to enhance the user experience, not detract from it.

8. **Scalability**:

AI solutions should be scalable to meet changing business needs. Business analysts should ensure the AI solution can be scaled up or down as needed. AI solutions should be designed to accommodate future growth and expansion.

9. **Performance:**

AI solutions should perform well in real-world scenarios. Business analysts should define metrics for success and analyse the results. Business analysts should also make recommendations for improving the performance of AI models.

10. **Maintenance:**

AI solutions require regular maintenance and updates. Business analysts should ensure that the AI solution is designed to be easily maintained and updated. Business analysts should also define maintenance and update procedures.

11. **Cost:**

AI solutions can be expensive to develop and maintain. Business analysts should ensure the AI solution is cost-effective and aligned with the organisation's budget. Business analysts should also identify potential cost savings and optimisation opportunities.

12. **Training and Adoption:**

AI solutions require user training and adoption. Business analysts should work with stakeholders to develop training and adoption plans. Business analysts should also define metrics for adoption and ensure that the AI solution is being used effectively.

Conclusion

In conclusion, business analysis is crucial in developing artificial intelligence solutions. By applying its principles and techniques, organisations can ensure that their AI solutions align with their strategic goals, address critical business problems, and deliver value to their stakeholders.

The twelve crucial factors discussed in this whitepaper provide a framework for business analysts to systematically approach AI development and implementation.

Business analysts can use these factors to identify the business problem, choose the right AI use cases, design robust and scalable solutions, ensure data quality, governance, and maintenance, improve user experience and scalability, provide explainability and transparency, and drive innovation to achieve business objectives while respecting ethical and regulatory considerations.

As AI continues to transform industries and create new opportunities, the business analysis will remain an essential discipline to ensure the success of AI initiatives. It is prudent that organisations recognise the value of business analysis and invest in upskilling their business analysts to become AI-ready. With the right mindset, skills, and tools, business analysts can drive AI innovation, create value for their organisations, and solve complex business problems.
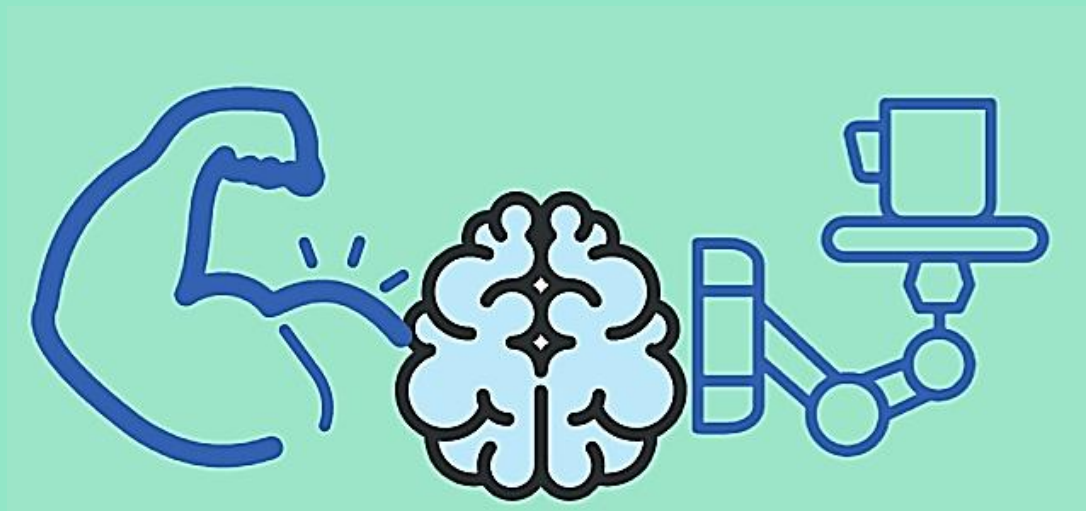
The integration of two perspectives: Business Analysis and Artificial Intelligence created by The BA Practice

How can The BA Practice assist?

Here are many ways that The BA Practice can assist an organisation in achieving AI-Driven Business Transformation with Business Analysis:

1. **Provide Training on Business Analysis**: As AI technology continues to evolve, there is a growing need for professionals with Business Analysis skills to help guide the development of AI solutions. The BA Practice assists organisations by offering training programs that teach professionals how to apply Business Analysis techniques to developing AI solutions.

2. **Develop AI-Specific Business Analysis Training**: The BA Practice caters for specialised training programs focusing on the unique considerations in developing AI solutions. This includes training on assessing data quality and availability, identifying legal and ethical considerations, and ensuring that AI solutions are scalable.

3. **Offer Consulting Services**: Besides providing training, The BA Practice offers consulting services to assist organisations in developing their AI solutions. This can include providing guidance on identifying business needs, selecting the right AI technology, and ensuring that AI solutions align with business objectives.

4. **Provide Thought Leadership**: As AI technology evolves, The BA Practice shapes the conversation around developing AI solutions that meet business needs.

5. **Foster Collaboration**: The BA Practice offers programs that foster collaboration between Business Analysts and AI developers. By facilitating communication and collaboration between these two groups, organisations can ensure that AI solutions are developed with a deep understanding of business needs and objectives.

In conclusion, The BA Practice and its Business Analysis training play a crucial role in helping to develop successful AI solutions. The BA Practice ensures that AI solutions deliver value and meet business needs by providing training, consulting services, thought leadership, and fostering collaboration.

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About Kevin Gupta (CBAP®)

As the Managing Director of The BA Practice, I am passionate about making a meaningful impact on individuals, organisations, and emerging technologies.

Our high-quality training and development programs empower individuals to develop their business analysis skills and knowledge and contribute to their organisations' success.

By fostering a culture of continuous learning and innovation within our organisation, we stay at the forefront of emerging technologies and their potential applications in the field of business analysis.

We collaborate with other organisations to identify and solve industry-wide problems and advance business analysis knowledge and understanding.

As a thought leader in business analysis, I am committed to sharing my expertise and insights with others and contributing to developing industry standards and best practices.

Through our collective efforts, we can significantly impact the field of business analysis and help solve the challenges faced by individuals, organisations, and emerging technologies.

BA PRACTICE

https://www.bapractice.com/

Our locations

Australia

- Client on-site training
- Virtual training
- Consulting

New Zealand

- Virtual training
- Virtual consulting

United States

- Virtual training
- Virtual consulting

Canada

- Virtual training
- Virtual consulting

Other

Please contact The BA Practice to discuss

*The BA Practice provides weekday and weekend training and consulting services.
*The BA Practice can accommodate to client's time zone requirements upon request.
*The BA Practice can accommodate business travel upon client request and requirements.

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