

UNIT II MANAGING RESOURCES FOR BUSINESS ANALYTICS

Managing BA Personnel, Data and Technology. Organisational Structures aligning BA. Managing Information policy, data quality and change in BA.

Managing BA Personnel

Managing a business analysis team is no small task. The best candidate for this role is often a business analysis professional. This is because those with business analysis experience have a deep understanding of the tasks each BA team member has and can provide direction as needed

The big data landscape has changed drastically, making it tough for professionals to know where to focus their growth. However, despite this changing field, there are a number of core business analytics skills that form the foundation of any solid business analytics career.

To manage BA personal, it require both Core Business Analytics Skills and Technical Skills

A great business analytics professional could be described as:

Core Business Analytics Skills

A good communicator

Being able to present findings in a clear and concise manner is fundamental to making sure that all players understand insights and can put recommendations into practice. People working in analysis must be able to tell a story with data through strong writing and presentation skills.

Inquisitive

People in this field should have natural curiosity and drive to continue learning and figuring out how things fit together. Even as analysts become managers, it's important to stay in touch with the industry and its changes.

A problem solver

Professionals in analytics use a combination of logical thinking, predictive analytics and statistics to make recommendations that will solve problems and propel a business forward. In a profession that seeks to turn data into solutions, being a natural problem solver helps connect the dots.

A critical thinker

Business analytics professionals need to think critically about not only the implications of the data they collect, but about what data they should be collecting in the first place. They are expected to analyze and highlight only the data that can be helpful in making decisions.

A visualizer

Disorganized data doesn't help anyone. To create worth from data, analytics professionals need to be able to translate and visualize data in a concise and accurate way that's easy to digest.

Both detail-oriented and a big picture thinker

While business analytics professionals have to be able to handle complex data, they also need to understand how their recommendations will affect the bottom line of a business. There's no point in having access to large quantities of information without knowing how it can be harnessed to analyze and improve tactics, processes and strategies.

Technical Skills for Business Analytics

In a business landscape quickly becoming governed by big data, great analytics professionals are fulfilling the demand for technical expertise by wearing the hats of both developer and analyst.

Having both a conceptual and working understanding of tools and programming languages is important to translate data sources into tangible solutions.

Below are some of the top tools for business analytics professionals:

SQL

SQL is the coding language of databases and one of the most important tools in an analytics professional's toolkit. Professionals write SQL queries to extract and analyze data from the transactions database and develop visualizations to present to stakeholders.

Statistical languages

The two most common programming languages in analytics are R, for statistical analysis, and Python, for general programming. Knowledge in either of these languages can be beneficial when analyzing big data sets, but is not vital.

Statistical software

While the ability to program is helpful for a career in analytics, being able to write code isn't necessarily required to work as an analytics professional. Apart from the above languages, statistical software such as SPSS, SAS, Sage, Mathematica, and even Excel can be used when managing and analyzing data.