



# BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

**\*Please score and comment on this session and speaker in  
the event mobile app\***



# Generative AI-Driven Transformation

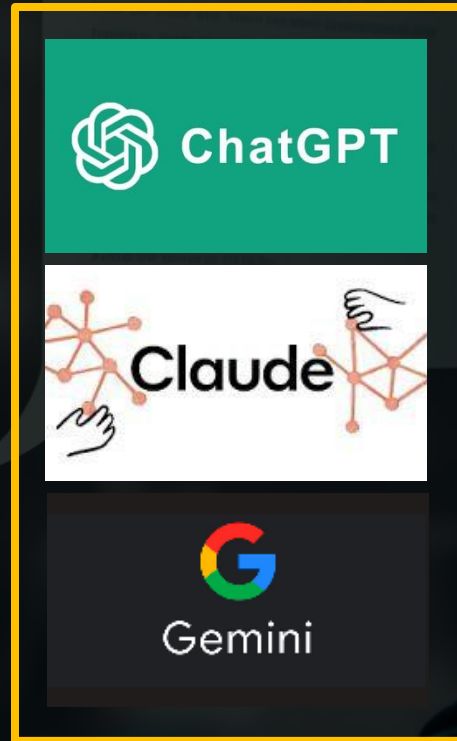
A New Frontier for Business Analysts

*Transforming Business Analysis with AI Innovation and 'Magic'*

# How does Generative AI work?

TEXT / DATA /  
IMAGE

(PROMPT)



(LLM)



TEXT / DATA /  
IMAGE

(RESPONSE)

A computer interaction that **feels** like a natural conversation.

# Examples of Generative AI tools

Product Ideation, Documentation and Communication



Gemini



PaceAI





**ChatGPT-3.5**

**ChatGPT-4**

**ChatGPT-4o**

A hand is shown interacting with a futuristic digital dashboard. The dashboard features various data visualization elements: a bar chart with blue bars, a line graph with a red trend line, a pie chart showing 36%, and a circular gauge showing 72%. A prominent section titled "INVESTMENT FINANCIAL ANALYSIS" includes a table comparing "ACTUAL" and "TARGET" values for metrics like Revenue, Profit, and On-Time Delivery. The background is a dark blue with glowing light effects and a grid pattern.

# The Agile Business Analyst

**What are the responsibilities?**



**Eliciting and Analyzing Requirements**



**Backlog Management**



**Facilitation**



**Stakeholder Engagement**



**Collaboration  
with cross-  
functional teams**



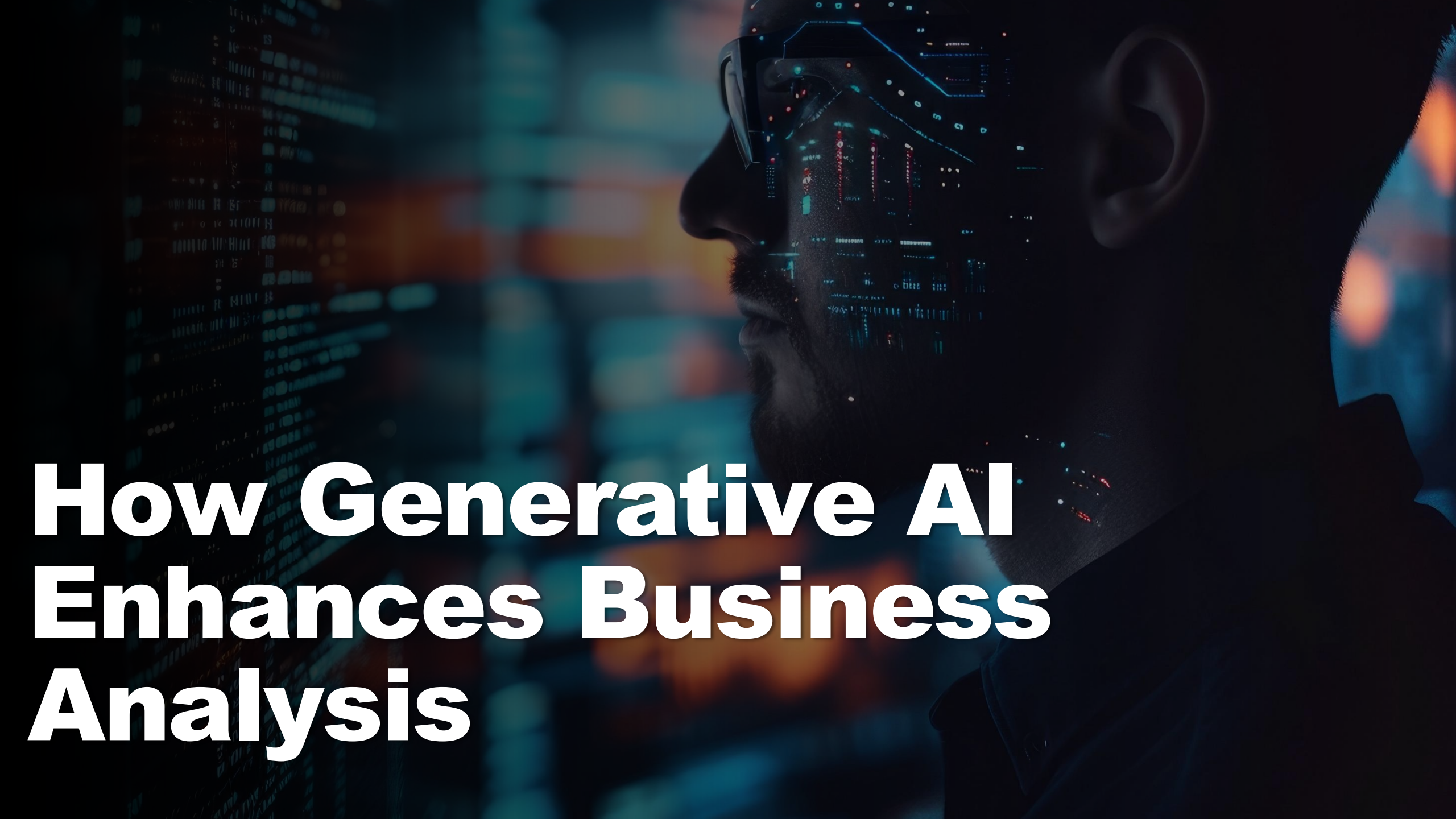
**Solution Validation**



**Continuous  
Improvement**

# Business Analysis & Generative AI





# How Generative AI Enhances Business Analysis

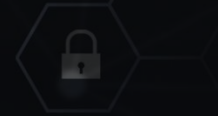
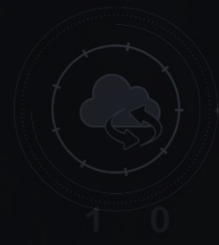


# Enhancing Requirements Elicitation with AI-generated insights

```
override fun onCreate(savedInstanceState: Bundle?) {  
    inflater.inflate(R.layout.login_fragment, container, false)  
    initView()  
    return inflater.inflate(R.layout.login_fragment, container, false)  
}  
  
private fun initView() {  
    findViewById<TextView>(R.id.txt_login).setOnClickListener {  
        // Login logic  
        // ...  
    }  
}
```



**Streamlining Analysis & Documentation through automated AI processes – automate user stories creation and analyze them accurately**





# Enhanced predictive data analysis and pattern recognition for market trends - offer tailored insights and data





# Accelerating Creativity

```
override fun onCreate(savedInstanceState: Bundle?) {  
    inflater.inflate(R.layout.login_fragment, container, false)  
    initView()  
    return super.onCreate(savedInstanceState)  
}  
  
private fun initView() {  
    if (Build.VERSION.SDK_INT >= Build.VERSION_CODES.KITKAT) {  
        webView.setWebContentsDebuggingEnabled(true)  
    }  
  
    webView.webViewClient = object : WebViewClient() {  
        override fun onPageFinished(view: WebView?, url: String?) {  
            webView.loadingAvailable = true  
            view.loadUrl("")  
        }  
    }  
    webView.loadUrl("")  
    return true  
}
```





# Enhancing Solution Validation

```
override fun onCreate(savedInstanceState: Bundle?) {  
    inflater.inflate(R.layout.login_fragment, container, false)  
    initView()  
    return inflater.inflate(R.layout.login_fragment, container, false)  
}  
  
private fun initView() {  
    if (Build.VERSION.SDK_INT >= Build.VERSION_CODES.KITKAT) {  
        webView.setWebContentsDebuggingEnabled(true)  
    }  
  
    webView.webViewClient = object : WebViewClient() {  
        override fun onPageFinished(view: WebView?, url: String?) {  
            webView.loadingAvailable = true  
            view.loadUrl(url)  
        }  
    }  
    return true  
}
```





# Improving Stakeholder Communication with AI-crafted materials - generate clear project summaries

# Stakeholder Management



```
override fun onCreate(savedInstanceState: Bundle?) {  
    inflater.inflate(R.layout.login_fragment, container, false)  
    initView()  
    return inflater.inflate(R.layout.login_fragment, container, false)  
}  
  
private fun initView() {  
    if (Build.VERSION.SDK_INT >= Build.VERSION_CODES.KITKAT) {  
        webView.setWebContentsDebuggingEnabled(true)  
    }  
  
    webView.webViewClient = object : WebViewClient() {  
        override fun onPageFinished(view: WebView?, url: String?) {  
            webView.loadingAvailable = true  
            view.loadUrl(url)  
        }  
    }  
    return true  
}
```





# Automation of routine analytical tasks

```
override fun onCreate(savedInstanceState: Bundle?) {  
    inflater.inflate(R.layout.login_fragment, container, false)  
    initView()  
    return inflater.inflate(R.layout.login_fragment, container, false)  
}  
  
private fun initView() {  
    findViewById<TextView>(R.id.txt_login).setOnClickListener {  
        login()  
    }  
}  
  
private fun login() {  
    val email = findViewById<EditText>(R.id.edit_email).text.toString()  
    val password = findViewById<EditText>(R.id.edit_password).text.toString()  
    if (email.isEmpty() || password.isEmpty()) {  
        Toast.makeText(this, "Please enter email and password", Toast.LENGTH_SHORT).show()  
    } else {  
        viewModel.login(email, password)  
    }  
}
```



A woman with glasses is looking at a laptop screen. The background is dark with various digital overlays, including code snippets and a glowing brain visualization on the right side. The text is overlaid on the left side of the image.

# Crafting Generative AI Prompts

**The Game Changer for BAs**

# How to construct a great prompt

## Prompt Building Blocks

You can build effective prompts by combining 2-6 of the building blocks below.

TASK  
DESCRIPTION

ROLE

BOUNDARIES

CONTEXT

SPECIFIC  
REQUIREMENTS

REASONING

## Prompting Tips



- Not all use cases require all six building blocks
- Parameters of your desired output determine which blocks you need
- Don't overthink your initial prompt

# Basic (but good) Prompts

TASK  
DESCRIPTION

CONTEXT

## USE CASE

- Simple, straight forward tasks with almost no requirements

## STARTER TEMPLATE

- “[task description] for [context]”

## EXAMPLE #1

“Generate a business case for a new sports drink that emphasizes its refreshing quality.”

## EXAMPLE #2

“Draft an email communication for a 30% off seasonal sale campaign.”

# Focused/Advanced Prompts



## USE CASE

- More specific tasks where the output would vary depending on the role AI is holding, and have specific requirements like format, style, scope, etc.

## STARTER TEMPLATE

- “As a [Role], [Task Description] for [Context]. Adhere to [List Specific Requirements].”

## EXAMPLE #1

“As a business analyst, create a risk assessment for the upcoming software deployment. Please adhere to the SWOT analysis format.”

## EXAMPLE #2

“As a content writer specializing in digital marketing, write the introduction for a blog post about the importance of social media marketing in today's business landscape for an audience of small business owners. Adhere to an informative but engaging tone and keep it between 5-6 sentences.”

# Comprehensive Prompts



## USE CASE

- Outputs with a complicated set of specifics, where fact checking and accuracy are crucial.

## STARTER TEMPLATE

- “As a [Role], [Task Description] for [Context]. Please adhere to [List Specific Requirements]. Avoid [Boundaries]. Explain your reasoning for [xx]?”

## EXAMPLE #1

“As a Business Analyst, conduct a detailed requirements analysis for the development of a new e-commerce platform. Please only engage with key stakeholders (Product Managers, Sales and Development Team) to elicit requirements. Focus on documenting user stories with clear acceptance criteria, ensuring they align with the overall business objectives and customer needs, and prioritizing features based on business value and feasibility. Avoid using technical jargon that stakeholders may not understand and assuming requirements without validation. Explain your reasoning for the prioritization of features and how they align with business goals and customer needs.”



## Be Specific and Clear

- Detail is Key
- Clarify the Objective



## Use Structured Formats When Appropriate

- Structured Queries
- Example Inputs



## Iterative Prompting

- Start Broad, Then Narrow Down
- Feedback Loop



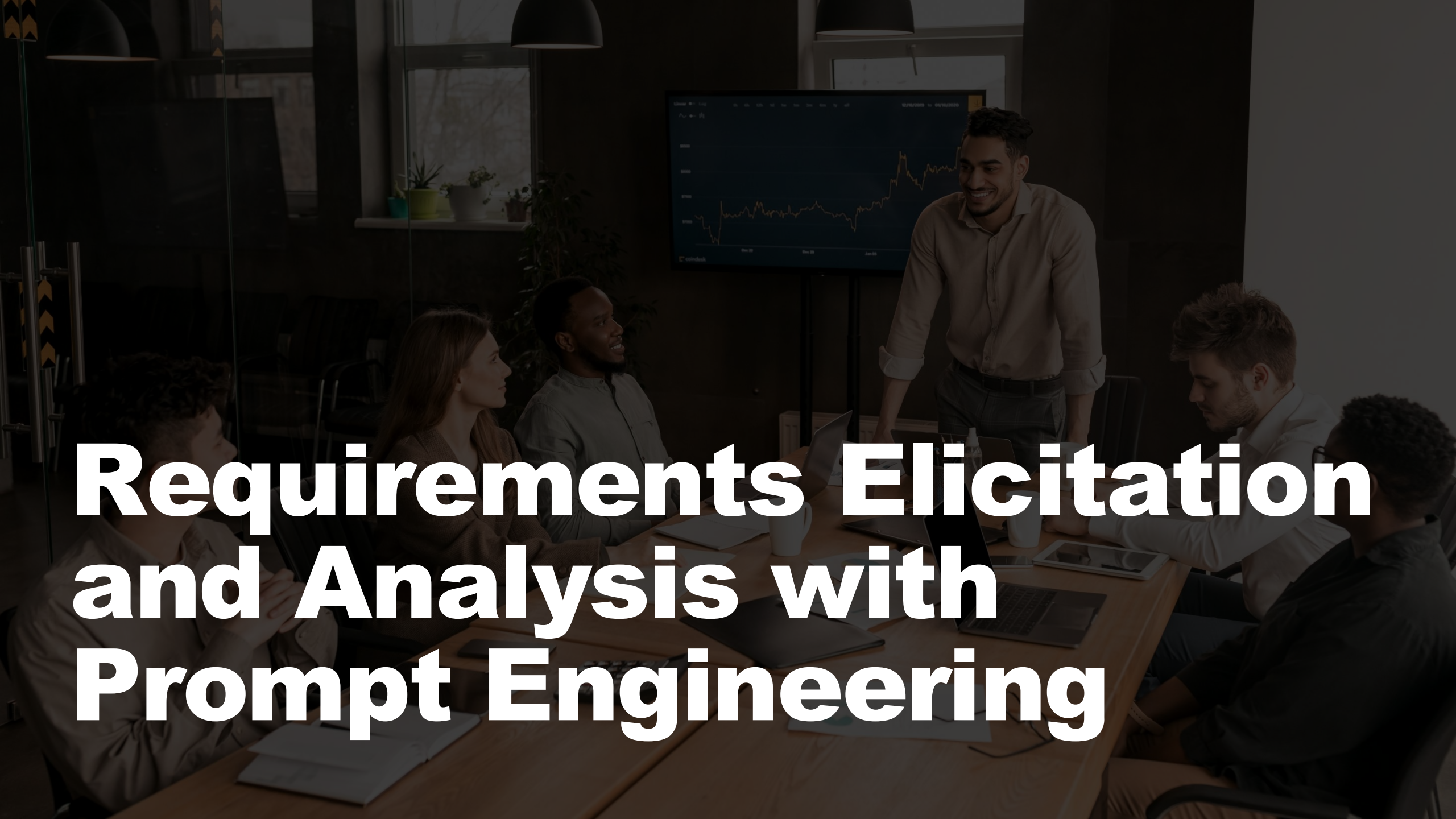
## Incorporate Domain-Specific Language

- Use Industry Terminology
- Context Matters

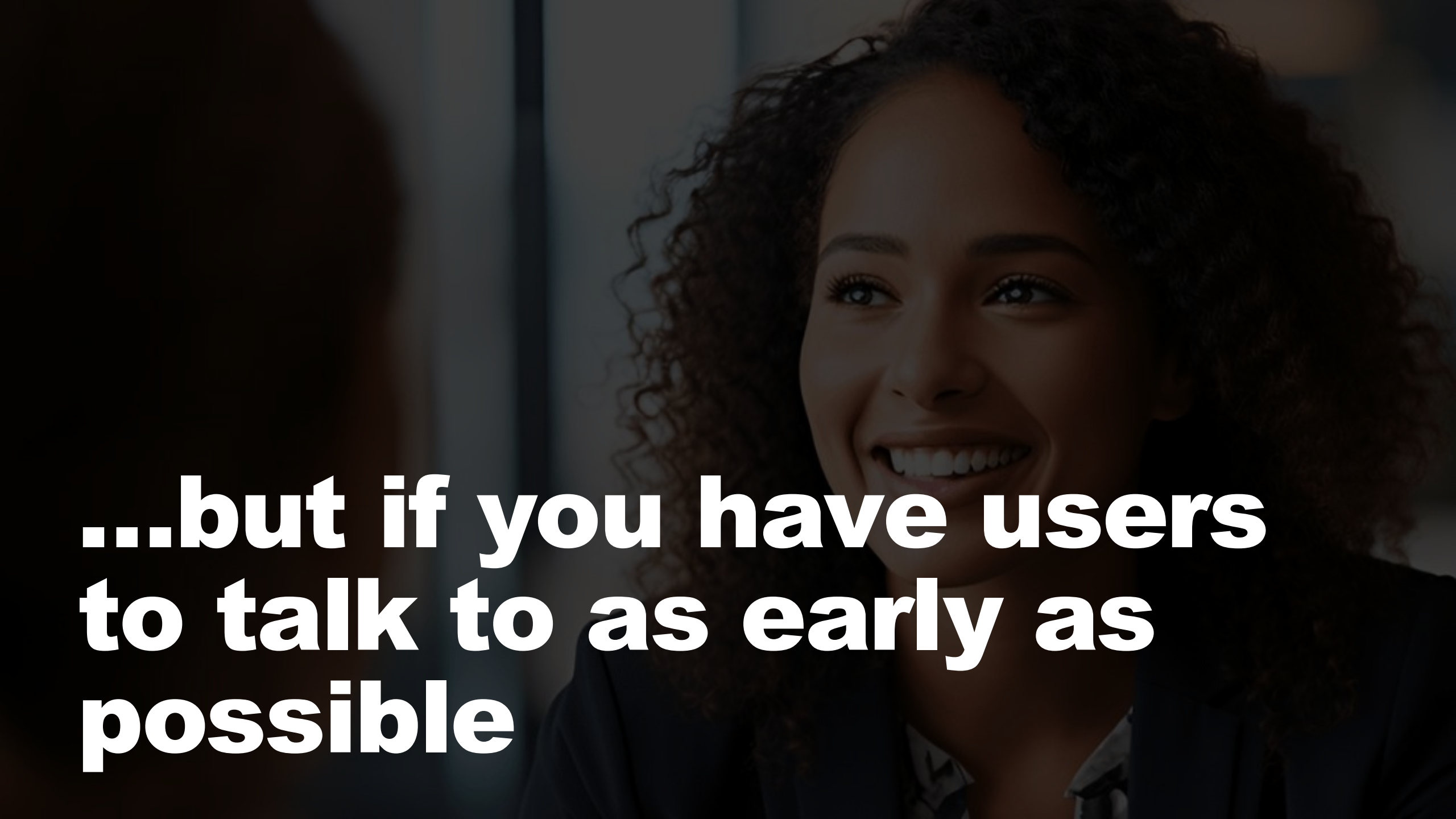


# **Generative AI in Action**

**TfL Journey Planning App  
– A Case Study**

A group of five people (three men and two women) are gathered around a wooden conference table in a modern office. They are engaged in a meeting, with some looking at laptops and others looking towards a large screen in the background. The screen displays a line graph with a yellow line on a dark blue background, showing an upward trend. The office has large windows, potted plants, and modern lighting. The overall atmosphere is professional and collaborative.

# Requirements Elicitation and Analysis with Prompt Engineering

A close-up photograph of a woman with dark, curly hair, smiling warmly. She is wearing a dark blazer over a light-colored collared shirt. The background is softly blurred, showing what appears to be an office or indoor setting with light-colored walls and a door frame.

**...but if you have users  
to talk to as early as  
possible**

A hand is shown interacting with a digital interface. The interface consists of several semi-transparent, rounded rectangular panels. The central panel is the most prominent, showing a checklist with four items, each marked with a checkmark. A finger is pointing at the second item from the top. To the left and right of this central panel are other panels, some showing similar checklist icons. The background is dark and slightly blurred, suggesting a focus on the digital elements.

# Revolutionizing Analysis & Documentation



# Solution Validation with AI

# Sample AI Prompts

- Act as a business analyst. Design a set of test cases to validate the Live Schedule Tracker feature against user requirements.
- Act as a business analyst. Create a survey to gather data to provide insights into how users interact with the Live Schedule Tracker, their satisfaction levels, and areas where the feature can be enhanced to better meet their needs after a recent rollout.

A woman with dark curly hair and glasses is looking at a smartphone. The background is dark with a grid of glowing blue data dashboards and charts overlaid on it. The text 'Continuous Improvement Through AI' is written in large white font across the bottom.

# Continuous Improvement Through AI

# Sample AI Prompt

- Act as a business analyst with research insights into how users interact with the Live Schedule Tracker. Please analyze the insights to identify patterns around the most common issues faced by commuters trying to use our journey planner application to find and plan their journeys in the last six months. Come up with proposed changes and improvements to the Live Schedule Tracker feature.



# Market and Competitor Analysis

# Sample AI Prompts

- Summarize the latest trends in the travel industry for the past year.
- Generate a report on consumer behaviour changes in online journey planning during the last quarter.
- Predict future trends in mobile app usage among teenagers.

A group of people are seated around a dark wooden table in a meeting room, working on laptops. In the foreground, a person is seen from behind, wearing a headset and looking at a laptop screen. To their right, another person is also working on a laptop. In the background, a third person is visible, looking towards the others. The room has a modern, professional feel with a wooden wall and a glass of water on the table.

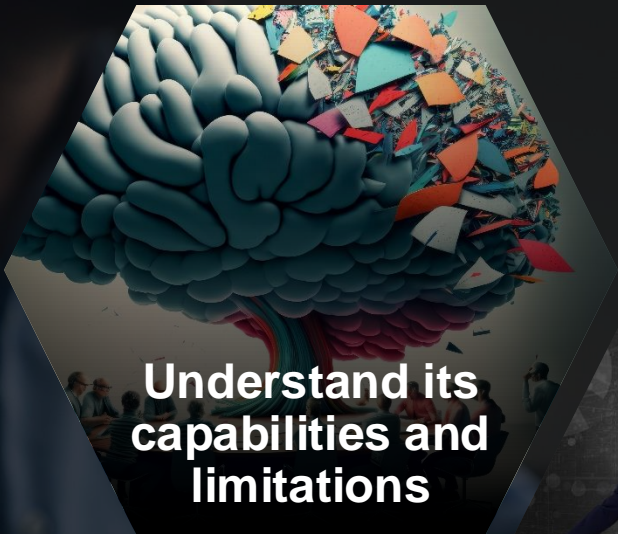
# Enhancing and Improving Stakeholder Communication

# Sample AI Prompts

- Draft a communication plan for the MVP release.
- Create a presentation slide summarizing the progress of the current sprint for the upcoming stakeholder meeting.
- Draft an update email to stakeholders about a scope change.
- Draft a message to stakeholders explaining a delay.



# **Adopting Generative AI in your BA Workflow**



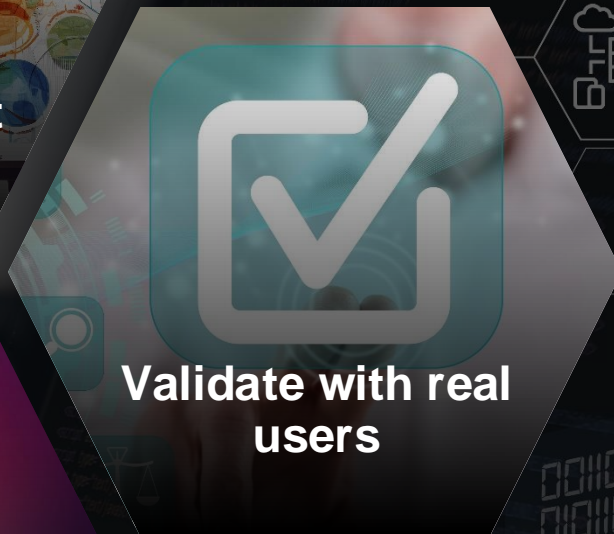
**Understand its capabilities and limitations**



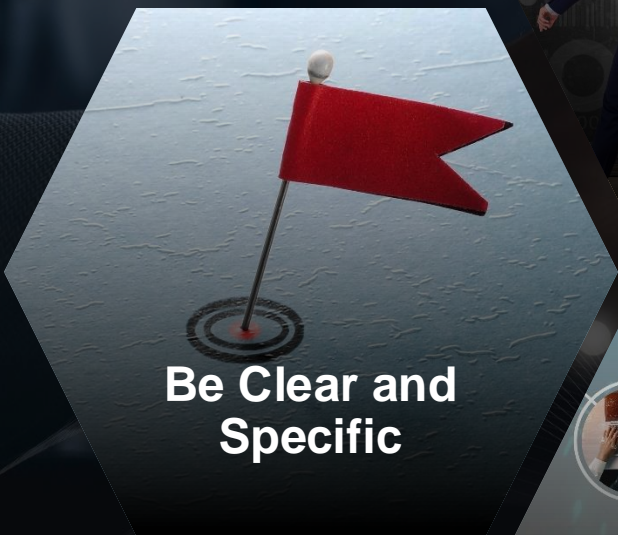
**Provide Sufficient Context**



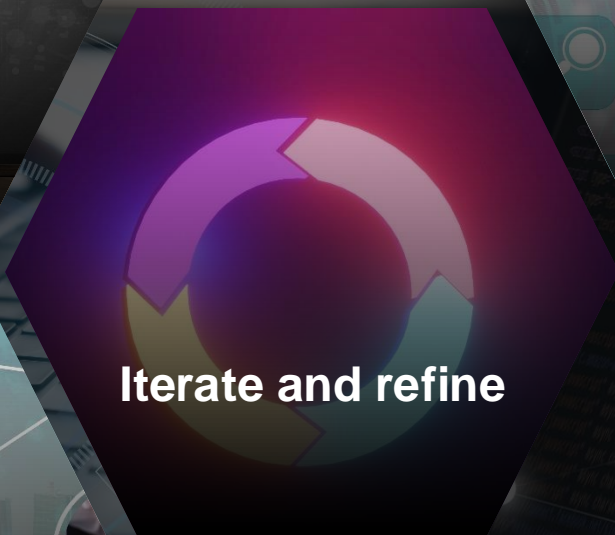
**Incorporate User Perspective**



**Validate with real users**



**Be Clear and Specific**



**Iterate and refine**



**Set Expectations**



**ChatGPT**

☀ Examples   ⚡ Capabilities   ⚠ Limitations

Explain quantum computing in simple terms* →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
Generate creative ideas for a 10-year-old's birthday? →	Allows user to provide follow-up corrections	May occasionally generate harmful information
	Can refuse to decline inappropriate requests	

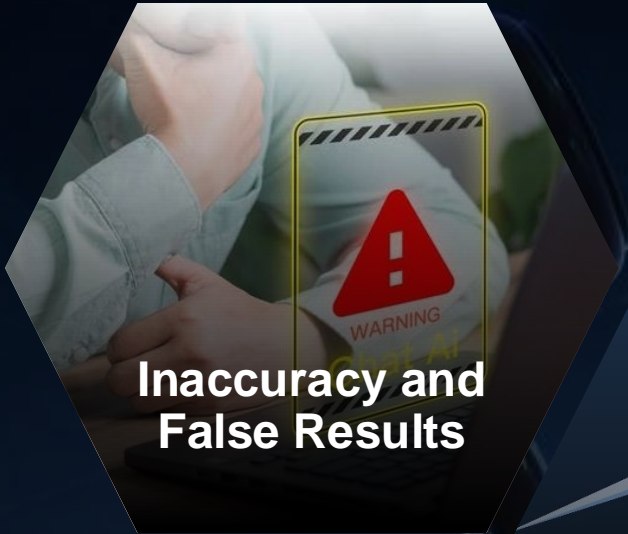
**Use as a tool, not a substitute**

**Maintain data privacy and security**

**Stay up to date**



# Challenges & Limitations of Generative AI



**Inaccuracy and  
False Results**



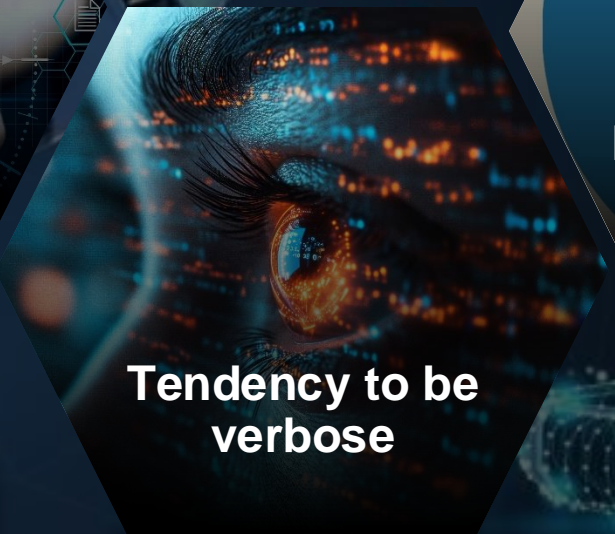
**Ethical  
Considerations**



**GDPR and Data  
Privacy**



**Potential bias and  
offensive content**



**Tendency to be  
verbose**

# Practical strategies for overcoming the challenges



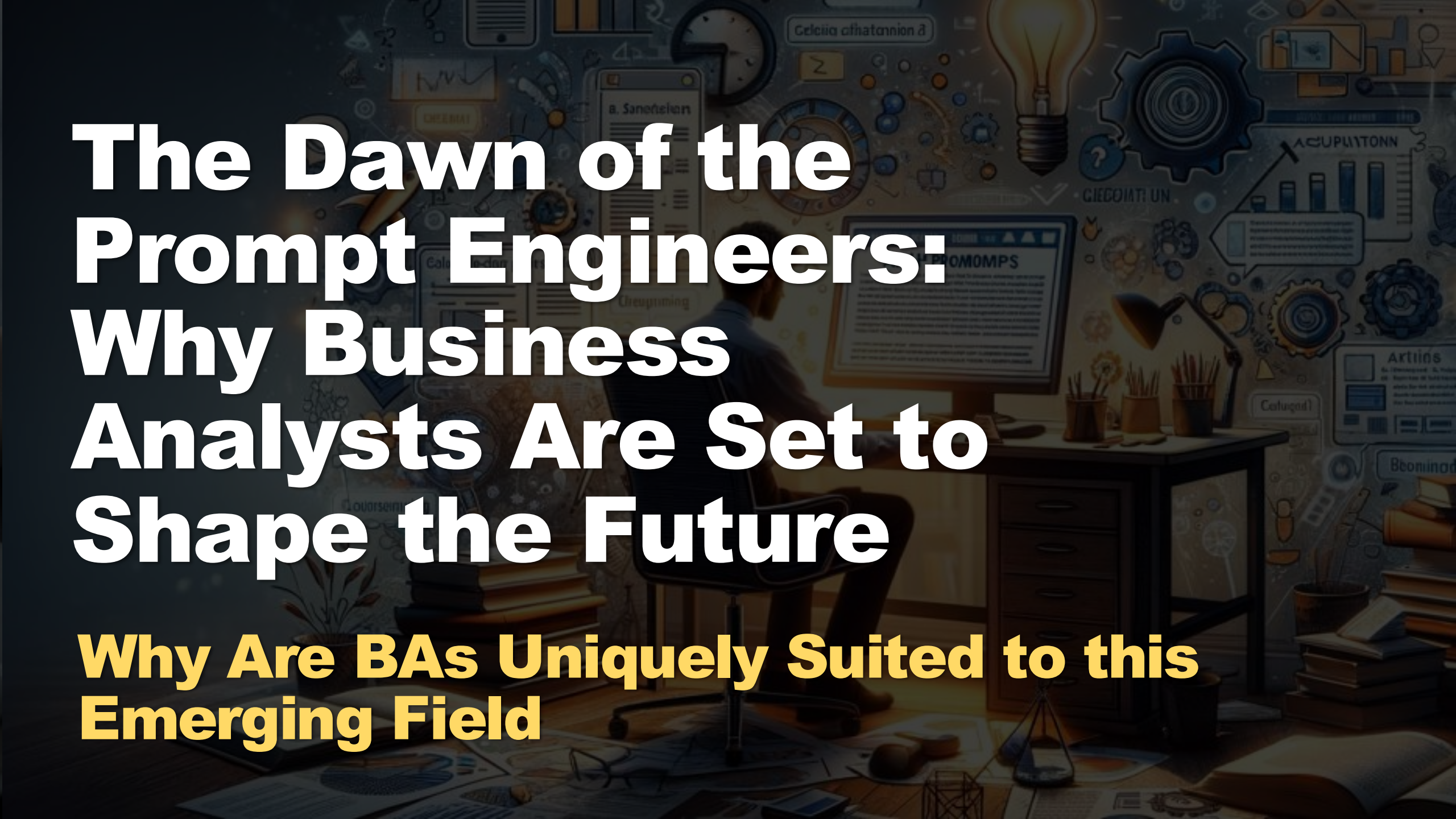
**Continuously monitor  
and refine prompts**



**Validate and verify  
responses**



**Manage model training  
effectively to ensure data  
privacy and security**



# **The Dawn of the Prompt Engineers: Why Business Analysts Are Set to Shape the Future**

**Why Are BAs Uniquely Suited to this Emerging Field**

# Risks / Missed Opportunities by ignoring AI Advancements



**Risk of Obsolescence**



**Competitive Disadvantage**



**Missed Opportunities for Innovation**

**What will the  
new world  
look like?**



**Enhancement,  
Not Replacement**



**Improved Decision Making**



**Streamlined  
Documentation Process**

# Shift in Skill Set



*“Solutionizing is something that AI can probably do better than us!”*

*– Oluwabori Odunaike*

# Use AI as either...

## ASSISTANT



Cut out drudge work

- Perform spot checks and request source links
- Conduct a deeper investigations when you find inaccuracies
- QA data analysis and other outputs as you would an interns

## STRATEGIST



Be your thought partner

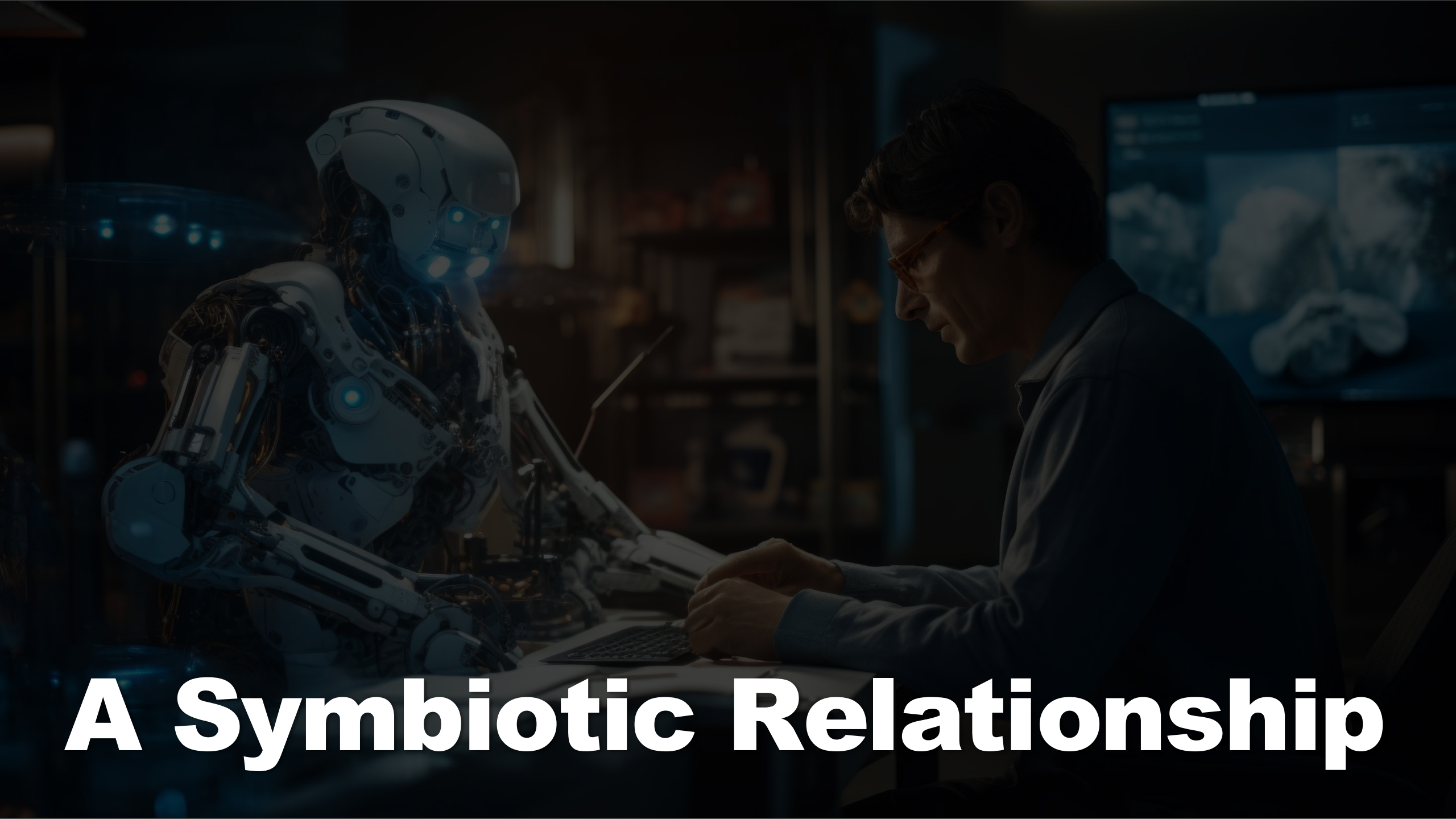
- Ask more than one LLM and compare results
- Run past a trusted human thought partner
- Utilize ChatGPT-4o or Claude (more business minded tools)

## CREATOR



Build your first draft

- Remember the output is a **draft** – proofread and fact check
- Ask AI to proofread and edit itself
- Get specific - the more info you provide, the less AI will hallucinate to fill in gaps



# **A Symbiotic Relationship**



# Key Takeaways

**Change is inevitable – adapt or be replaced**

**Complete replacement is not possible**

**Modern technologies like AI are here to stay and help those who embrace them**

**It's an exciting time to be a business analyst, and Gen AI is the game-changer you need to stay ahead of the curve**

**Carefully review and validate AI outputs for accuracy and relevance**

**The journey of a business analyst is never-ending**

**1,800**

HOURS WORKED  
PER YEAR

x

**10%**

PRODUCTIVITY GAINS  
/ TIME SAVED

=

**22**

DAYS SAVED  
PER YEAR

**If you could save 3 weeks a year, what would you do?**





# Contact Information

Oluwabori Odunaike  
oluwabori@gmail.com

LinkedIn (QR code option)





# **BUSINESS ANALYSIS CONFERENCE EUROPE**

16 - 18 September 2024 • London, UK

**\*Please score and comment on this session and speaker in  
the event mobile app\***

