



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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



What does the future look like for BAs?

Impact of AI in Business Analysis

Hassan Sheikh
17th September 2024

Introduction

Business Change Consultant at Reply, working in business analysis, business architecture, continuous improvement, and change delivery.



Mercedes-Benz
Financial Services



GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

**St
James's
Place**



Blood and Transplant





Overview

- 01 Intro to Gen AI**
- 02 Significance of Gen AI in today's world**
- 03 Impact on Business Analysis**
- 04 AI Tools for Support**
- 05 Case Study**
- 06 Demo**
- 07 Tips & Key Takeaways**

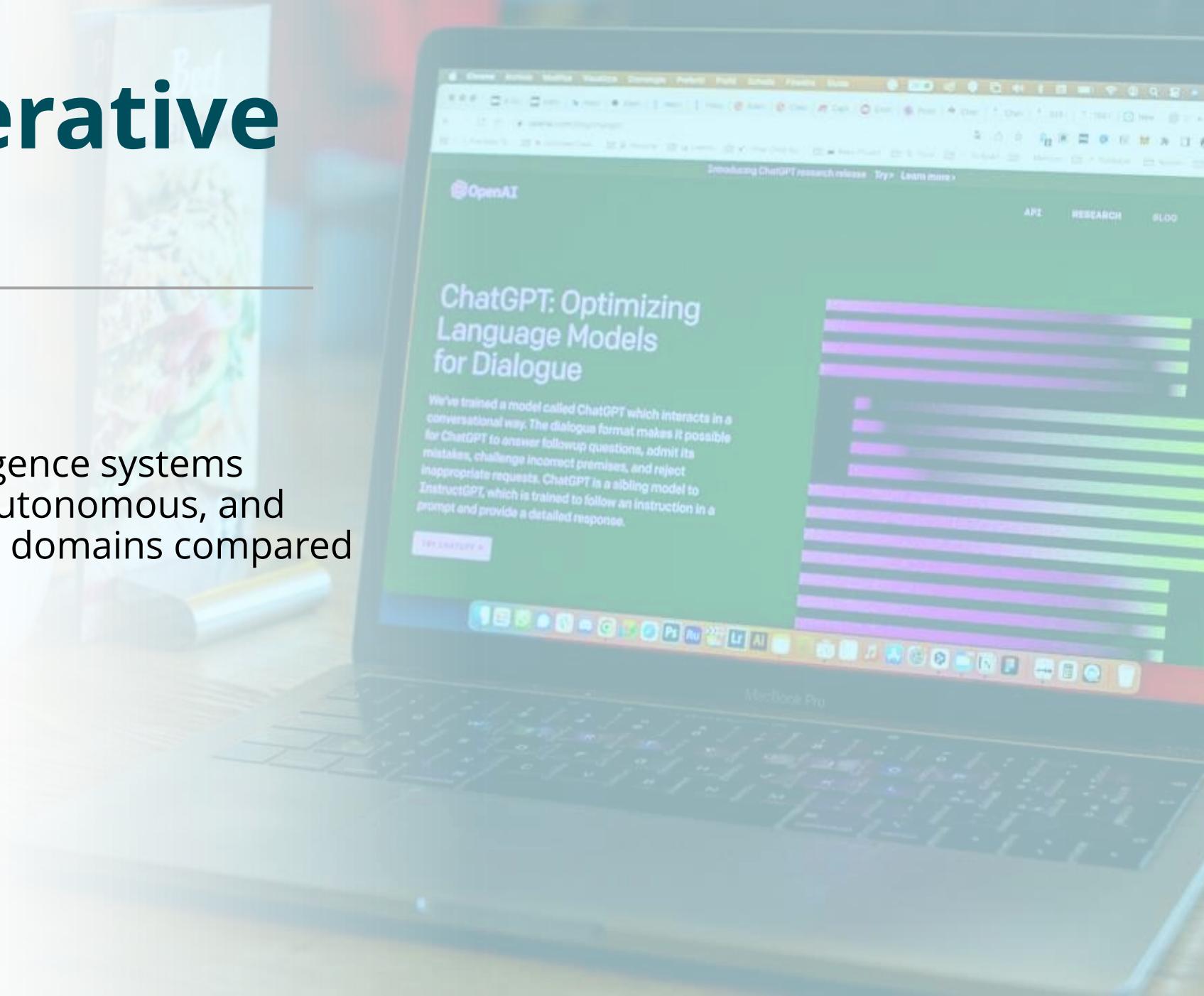


“AI is not about replacing us, but making us a better version of ourselves.”

Dr. Rana el Kaliouby

What is Generative AI?

Next generation of artificial intelligence systems designed to be more adaptable, autonomous, and capable across different tasks and domains compared to current AI models.



Gen AI Projections



30% share of the overall AI market by 2025, BCG.



\$60B of the total addressable market.



7% of additional global GDP can be generated by Gen AI.



A Day in a Life of a BA



Requirements Elicitation

Elicitation of requirements and analysis



Documentation

Detailed documentation of findings i.e., BRDs etc.



Process Modeling

Modeling business processes i.e., AS-IS, TO-BE etc.



Gap Analysis

Analysing the difference and providing recommendations to get to the future state.



Stakeholder Management

Managing expectations and ensuring alignment among stakeholders.



Data Analysis

Analysing and managing available data for current statement assessment

Strategies to Evolve with AI



**Understand the AI
fundamentals**



**Stay informed &
Agile**



Enhance Data Skills

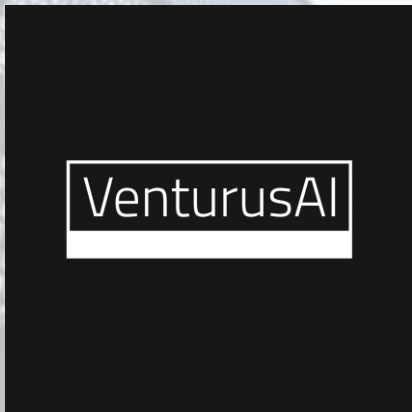


**Focus on Problem
Solving**



**Allow for failure &
Continuous
Learning**

AI Tools for Support

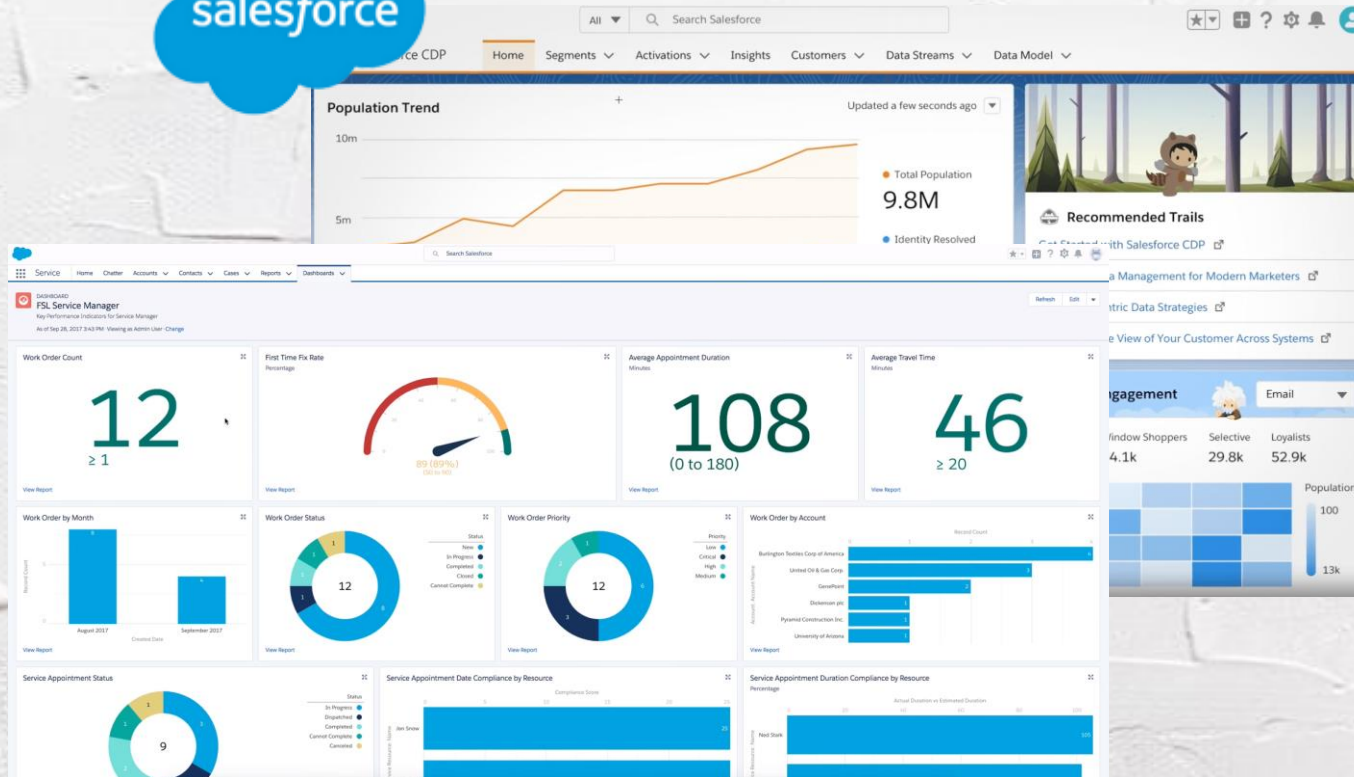




CASE STUDY

BUSINESS ANALYSIS

ADOPTION OF A NEW MARKETING TOOL



Description:

Client need is to adopt a new marketing support tool to drive email marketing campaigns and monitor performance.

Initial requirement is to generate business analysis artefacts to support implementation.

Understanding the business problem, the objectives, scope, and critical success factors



Eliciting requirements, drafting use cases, user stories, and process flows



Identifying the roles and relevant stakeholders involved



Generate test cases and final documentation for the stakeholders





- Email for plumber quote
- Pick outfit to look good on camera
- Plan a relaxing day
- Activities to make friends in new city

As a Business Analyst, how should I approach the following project?

Background: 124Rentals is an independent car rental company which rents out cars to companies and individuals, they have a big presence in the UK market and over a 100,000 customers across the country. They are looking for an improvement in terms of their marketing capabilities, wanting to move away from their current marketing partner and bring the capabilities in-house. They are looking to adopt Salesforce to run and manage their marketing campaigns.

ChatGPT can make mistakes. Check important info.

VenturusAI

Digital Marketing Solutions

Overview

Business analysis

Standard analysis

★ Path to an MVP

★ Unique selling points

★ Customer persona **NEW**

★ Finances

★ Go-to-market strategy

★ Competitive analysis **NEW**

Ask the AI

Pitch deck

Digital Marketing Solutions - Overview

Generated by VenturusAI • July 3, 2023 at 1:55 PM UTC

[Go to Report](#)

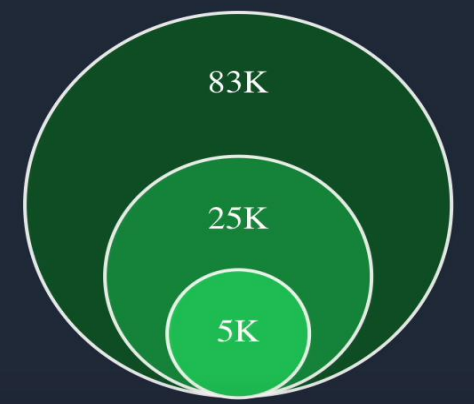
Advanced report

NAICS: 541613



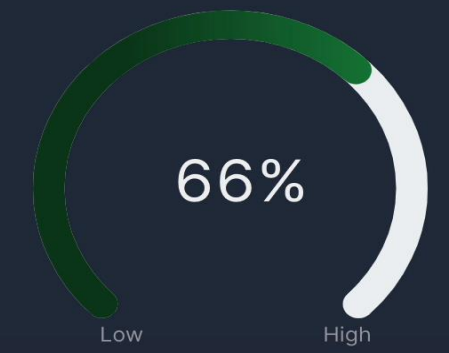
Market size estimations

Market size estimations for Digital Marketing Solutions



Viability

Viability for Digital Marketing Solutions





Tips & Key Takeaways

Adopt Correct Tooling

Take a leap & Embrace Change

Trust the Analytics

Pursue Automation

Focus on Improvements

Thank You

LinkedIn



Email Address

h.sheikh@reply.com



BUSINESS ANALYSIS CONFERENCE EUROPE

16 - 18 September 2024 • London, UK

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