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Business Analysis for Dummies

By Paul Mulvey

Wiley India Pvt. Ltd, 2013. Softcover. Book Condition: New. 18 x 24 cm. Business Analysis for Dummies provides readers with the tools and techniques used by successful business analysts to understand business environments and make informed decisions. Business analysis (BA) refers to the skills, technologies, applications and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Business analysis focuses on developing new insights and understanding of business performance based on data and statistical methods. Introduction Part I: Getting Started with Business Analysis ? Business Analysis in a Nutshell ? Breaking Down the Different Levels of Business Analysis ? Identifying and Working with Stakeholders Part II: The BA Toolkit: Tools, Terms, and Techniques ? Talking about Tools of the Trade ? Understanding What Requirements Truly Entail ? Hunting for the Right Information, Part 1: The Process ? Hunting for the Right Information, Part 2: The Techniques ? Uncovering and Analyzing Needs Part III: Selling the Plan and Keeping It on Track ? Making the (Business) Case ? Creating and Maintaining Scope ? Creating Your Work Plan Part IV: Achieving Goals with Business Analysis ? Defining Solutions, Part 1: Taking a Closer Look...



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