

Business Data Analytics Certification (IIBA®- CBDA)

Course Outline

IIBA-CBDA Exam Overview

- Eligibility and the application
- Exam blueprint
- Sample exam questions

What is Business Data Analytics?

- Business data analytics through 5 perspectives
- Business data analytics cycle
- Business data analytics objectives
- Business analysis and business data analytics

Identify Research Questions

- Define the business problem or opportunity
- Identify and understand stakeholders
- Assess current state
- Define future state
- Formulate research questions
- Plan business data analytics approach

Source Data

- Plan data collection
- Determine data sets
- Collect data
- Validate data

Analyze Data

- Develop data analysis plan
- Prepare data
- Explore data
- Perform data analysis
- Assess the analytics and system approach taken

Interpret and Report Analysis

- Validate understanding of stakeholders
- Plan stakeholder communication
- Determine communication needs of stakeholders
- Derive insights from data
- Document and communicate findings for complete analysis

Use Results to Influence Business Decision-making

- Recommend actions
- Develop implementation plan
- Manage change

Guide Organizational-level Strategy for Business Data Analytics

- Organizational strategy
- Talent strategy
- Data strategy

20 CBDA Techniques

- Purpose
- Description
- Elements / Business Data Analytics Perspective
- Usage considerations

IIBA-CBDA Exam and Application Tips

- Exam tips and testing strategies
- Application tips and recertification info

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