

WEDNESDAY, MAY 15, 12:00PM – 1:00PM PST

Business Data Analytics

Why it's NOT technical and why we need it.

Business Data Analytics involves more than just buying a good tool for reporting. Join me for a session that takes you through some of the basics of BDA and may help direct your path in learning what you need to know for the CBDA exam:

- Data versus data analytics
- The risks of NOT understanding your business data
- Learn the definition and importance of data analytics & its roles
- Understand the relationship between the scientific method and data analytics
- Learn about the five business data analytics practice domains

The basics of data discovery

Entity

Attribute

Relationship

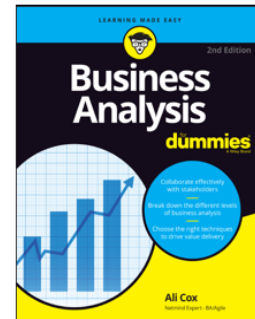


Allison (Ali) Cox - Lead Expert – Agile & Business Analysis, MBA, BA Certified, CBAP, IIBA-ACC, IIBA-CBDA, PMP, PMI-PBA, CSM, TKP, Lego® Serious Play® Method Facilitator, Management 3.0 Facilitator, SAFe Agilist (SA), SPC

Allison (Ali) Cox has experience since the mid-1980s in various areas, including business analysis, agile, project methodology development and training, systems development (mainframe, client-server, and web), and telecommunications management. She began her career in the financial services area, and then moved into systems development for accounting systems.

As Lead Expert in Business Analysis + Agile and General Manager for B2T Training, Ali provides training and mentoring for businesses ranging in size from a single team to Fortune 500 companies worldwide. She also speaks Spanish Fluently!

Ali recently published the 2nd Edition of Business Analysis for dummies. You can find this book on Amazon and we will raffle off a couple of copies after this webinar.



[Register Here](#)

or scan the QR Code

https://iiba-org.zoom.us/meeting/register/tZAsfu-trzsuGNMgb5jV1EMTgnvdd11e_4HT



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