The Emerging World of AI Business Analysis
The Impact of AI Business Analytics

Why Attend

Embarking on the AI Business Analysis Path

Organizations that rely solely on traditional business analysis risk falling behind in a world where data is expanding in complexity and volume. AI business analysis augments traditional methods by enabling foresight, unlocking value from unstructured and semi-structured data, and enhancing decision-making across all management layers.

It shifts analysis from reactive problem-solving to proactive opportunity discovery, helping businesses anticipate risks, innovate faster, and build resilience.

The differences between Traditional BA and AI Driven BA

- **Traditional Business Analysis**: *Solving today's problems*.
  Problem-solving is linear and diagnostic, focused on analyzing historical structured data to find root causes of inefficiencies. It uses frameworks such as 5 Whys, Pareto analysis, and BPMN diagrams. The emphasis is on defining problems clearly, reducing costs, and implementing solutions through automation and process improvements. Their problem-solving scope is often operational or tactical,

- **Artificial Intelligence Business Analysis**: *Anticipating tomorrow's problems*.
  Problem-solving is predictive and adaptive, leveraging AI to detect emerging issues across structured, semi-structured, and unstructured data. Techniques include anomaly detection, knowledge graphs, and scenario simulations. The AI BA anticipates problems and suggests solutions aligned with foresight, adaptability, and resilience, often aligned across all 4 layers of management.

Business Value of AI Business Analysis

AI Business Analysts are the strategic translators of AI. They ensure initiatives are aligned with business goals, stakeholder needs, and operational realities. Without them, AI risks irrelevance or rejection. They identify high-impact opportunities, define use cases, and drive adoption. Their cross-functional fluency bridges technical teams and executive leadership, ensuring clarity, trust, and measurable value. In a world of digital transformation, they are essential for turning AI potential into performance — with speed, precision, and purpose.

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Learning Objectives

Blending traditional efficiency with AI-driven foresight, organizations create a powerful dual approach that maximizes operational stability while preparing for future challenges and competitive disruptions. Professionals who attend this course can expect to learn how to apply the most recent innovative developments in AI Business Analytics and their uses, specifically:

- Describe the key emerging AI analytics in use today.
- Explain the difference between AI business analysis and traditional business analysis
- Using AI to enhance choosing among strategy alternatives
- Explain how 'easy to use' AI analytics can help a manager.
- Applying data structure analytics to AI opportunities
- Identify when to use specific AI analytics for organization performance.
- Know when to position the AI analytics at process decision points.
- Verify that the AI analytic is providing management insight.
- Comparing the results of multiple AI analytics as applied to a decision.
- Using AI analytics to predict what might happen next.

This professional training session provides a firsthand, skill-oriented working knowledge of the emerging innovative analytic techniques that managers and analysts should consider and use. Discussions, exercises, examples, and cases are used to increase learning value. Participants can apply this learning as soon as they get back to their office.

What techniques will you learn?
Some of the analytic topics covered in this course use AI capabilities such as Gen AI insights, Predictive analytics with neural nets, extensions of structured analysis statistics, portfolio ranking, affinity recommendation technique, AI based composite ranking techniques, semi- structured NLP analytics, semantic inference, alignment analytics, and hybrid impact analytics.

Where can you use these techniques?
Innovative analytics supports multiple needs of an organization from strategy to operations including such issues as choosing alternatives, process performance, organization consolidation, change impact, portfolio analysis, context analysis of strategies, data, applications and processes, organization alignment, and more.

Who should attend?
Managers, Process Analysts, Business Analysts, Managers, Professionals, IT Specialists, IT and Business Architects.

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Day One

Day 1 Theme: The World of Business Analysis

The hot topics today are digital transformation, neural nets, generative AI, and Ai tools. All of these are a part of AI business analysis. Digital transformation requires AI transformation to realize hyper-performance potential. The need is methods and analytics that leverage all the digital data collected. The focus today is not enough. Applying AI to the analysis with emerging analytics is key to better analysis.

Section 1 – Business Analysis and Problem Solving

- Business problem solving
- Issues, Problems, Opportunities, and Initiatives
- The 4 layers of analysis and the need for rigor
    - Landscape, Strategy, Tactics, Operations
- The many types of analysis
- The need for an alignment approach

Video and Discussion: Analytics, Alternatives and Decisions

Section 2 – Solving Todays Problems – Current Business Analysis Solving

- Key focus of reducing costs
    - The focus on operations, automation, and renovation
- Business models and business analysis
    - Value chain, 5 Forces, Balanced Scorecard, BPM, etc.
- AI use for historical data and analysis, trends, and estimates
- 1,2 and 3 factor decisions for business analysis

Exercise: What Analytic Opportunities do you Have?

Section 3 – Anticipating Tomorrow – AI Business Analysis

- There is no real future data, all future data is estimated with probabilities
- Multi criteria decision making 4 to 10+ decision criteria
- AI Predictive analytics
- Structured, Semi-structured, Unstructured Data
- Management data literacy for AI
- Example: Structured Data Analysis with NN

Video and discussion: AI Today and Tomorrow

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Day Two

Day 2 Theme: AI Landscape Analysis

Landscape analysis is the key to understanding the shifts in markets, competitors, social interest, technology, and other categories that influence the survival and successful continuity of any organization. The key is to proactively identify the significant opportunities, threats , strengths, and weaknesses of the organization with respect to the external environments. The idea is to uncover trends that signal changing situations that may require action by the organization.

Section 4 – AI Analysis for Landscape

- What constitutes the landscape?
- The scope of landscape analysis
- What perspective do you use?
  - Industry, Product, Market, Geographic, General etc.
- The purpose of landscape analysis
- Landscape and strategy a key relationship

Exercise: Identifying PESTEL Categories for Analysis

Section 5 – Landscape Category Analysis

- Gathering category insight
- Using added categories e.g.:
  - Industry, Geographics, Competitors etc.
- AI Category Analytics.
  - Ranking, relating, and context within and between categories
- AI Category use examples:
  - Compliance risk, Global events, Management issues

Demo and Exercise: Ranking PESTEL categories

Section 6 – Situation Analysis and the Landscape

- The AI enabled SWOT concept
- Mapping categories to SWOT quadrants
- AI analysis quadrants
- Aligning with current strategies

Video and Discussion: ow would you use SWOT?
engine?

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Day Three

Day 3 Theme: AI Strategy Analysis

Today the emphasis is changing to extensive use of artificial intelligence for strategy analysis. AI provides the opportunity to synthesize digital data in the organization. Unlike a Business Intelligence system that is for reporting on performance with analysis of KPIs, AI driven strategy is looking for insights that point to creative and adaptive actions for moving the organization forward. AI is forward looking.

Section 7 – AI Analysis for Strategy

- The AI based strategy method
- Strategic option models
- AI Strategy development
- AI hybrid ranking of strategies
- AI Alignment of landscape SWOT with an internal SWOT

Video and Discussion: AI Impact on Strategy:

Section 8 –- AI Analytics for Strategy

- Applying hybrid criteria for ranking strategies
- AI Generated scenarios and assessment
- Competitive profile and threat analysis
- Strategic risk heat maps

Demo and Exercise: Gen AI and Scenario Generation

Section 9 – AI Strategic Portfolio Analysis

- The portfolio analysis framework approach
- Composite subjective strategy portfolio ranking
- AI based Portfolio analysis:
    - Strategy, Initiatives, Projects, Capabilities
- Assessment of portfolio interaction

Exercise: Analyzing Portfolio Relationships

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Day Four

Day 4: Theme: AI Tactical Analysis

The goal of AI on the tactical level is to streamline tactical execution by optimizing workflow across the organization. Achieving a high-performance organization requires advanced analytic techniques for understanding solutions for governance, planning, and resource management across the organization. Certain AI capabilities are applicable to the tactical level. Emerging methods such as context analysis, semantic analysis, path to point relationships and knowledge graphs are among the key methods today.

Section 10 – AI Analysis for Tactics

- Tactical analysis method
- The tactical AI roadmap
- Dealing with integration complexity
- AI and measurable tactical goals, variance, budget, risk, ROI etc.
- AI and strategy/tactics alignment

Video and Discussion – Analyzing Tactics

Section 11 – AI Capabilities for Tactics

- Capability mapping with path to point and knowledge graphs
- Developing AI workflows for performance
- Applying AI alert agents for anomalies
- Semi structured data gathering
    - Relationships, Properties, Hybrid Criteria
- Business model enhancement

Exercise – What analytics should an agent perform?

Section 12 – The Tactical Work of Business Analysis

- Identifying and developing AI models
- Developing AI models
    - E.g., performance dashboards, cross functional relationships
- Culture and readiness assessments
- Upskilling management
- Tactical portfolios,
    - Projects, performance indicators, issues etc.

Demo and Discussion – Applying Capability Property Analysis

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Day Five

Day 5 Theme: AI and Operations

Every day operational processes handle large volumes of structured data. Data that is quantitative and nicely organized into matrices or time series that you can use well known analysis and analytic techniques to support decisions. The advent of structured data AI analytics such as predictive neural nets and machine learning provides useful tools for efficient data process insight.

Section 13 –AI Analysis for Operations

- Operational problems, opportunities, and automation
- The requirements of analysis
- How and where to apply AI
- AI and operational performance
- The role of service and product robotics
- The statistical view of structured data

Video and Discussion: Applying Deep Learning to organization use

Section 14 –Structured Data and AI Analytics

- The many types of analytics available today
- Neural Nets
- Machine Learning
- Expert Systems
- Objective Composite Rankings

Demo and Discussion: – Relationship Analysis

Section 15 – The AI Business Analyst and AI Business Analysis

- The role of the AI business analyst
- A core methodology for an analyst
- Developing models
- Sourcing data of all types
- Identifying core decisions

Video and Discussion: The Role of the AI Business Analyst

Course Questions and Wrap