The Evolving Role of the AI Business Analyst
The Key to Unlocking AI Business Value

Why Attend

AI Value Extraction in Today's World

The AI Business Analyst is the human bridge between cutting-edge AI analysis and business outcomes. They bring critical skills in stakeholder engagement, requirement definition, and interpretation of complex AI outputs. Their value comes from ensuring AI insights translate into strategic actions and operational improvements..

AI shifts analysis from reactive problem-solving to proactive opportunity building, helping businesses mitigate risks, innovate, and build resilience.

The Importance of the AI Business Analyst

Organizations need analysts capable of combining domain expertise with AI fluency to build trust and adoption. The ROI is significant: faster decision cycles, more accurate strategies, higher adoption of AI initiatives, and maximized returns from data investments. Investing in AI Business Analysts ensures AI analysis creates real, measurable business value

The AI Business Analyst versus AI Practitioner

The *AI Business Analyst* focuses on the core capabilities for AI transformation. Their goal is to achieve measurable performance improvements.

The *AI Practitioner* ensures that models are designed, trained, validated, and deployed effectively, reducing risks of wasted investment or technical failure. They provide the technical backbone for effective execution of AI.

Business Value of the AI Business Analyst

AI Business Analysts are the architects who help design the next version of the business engine. Their contribution is centered on innovation and growth. They target measurable business improvements: revenue uplift, cost reduction, fraud reduction, process efficiency, and better customer experience. They streamline processes, reduce costs through automation, and enhance revenue via data-driven strategies. Their value is strategic, focused on competitive resilience.

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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. Here is what you will be able to do:

- Describe the key emerging AI business analysis approaches and analytics in use today.
- Explain the difference between AI business analysis and traditional business analysis
- Choosing among AI alternatives for the best decision result
- Explain how 'easy to use' AI analytics can help a managers.
- 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 management decision points.
- Verify that the AI analytic is providing management insight.
- Comparing the results of multiple AI analytics (A/B analysis) as applied to a decision.
- Using AI analytics to predict what might happen next.

This professional training session provides a hands-on, skill-oriented working knowledge of the emerging innovative analytic techniques that managers and analysts should consider and use. The learning approach uses discussions, interactive exercises, and group exercises that focus on outcomes that lead to organization success. Participants can apply this learning as soon as they get back to their office.

What techniques will you learn?
Some of the analytics topics covered in this course are Deep Learning, Machine Learning, Neural Nets, Portfolio Ranking, Affinity Recommendation Technique, Correlation, Regression, Ranking with Correlation Matrices, Sentiment and Keyword Analytics, Semantic Comparisons, Semantic Inference, Alignment Analytics, and Impact Analysis.

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, consolidation and context, organization change impact, project 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: Transforming the Business with AI

The hot topics today are digital transformation, neural nets, generative AI, and machine learning. All of these are a part of AI business analysis. AI transformation requires thinking about the analysis and analytics that leverage the digital transformation investment. Tools that support and enable analytics improve and adapt to the everyday decisions all organizations make. The forward-looking focus of AI business analysis today is critical to the sustainability and survival of an organization.

Section 1 – The Work of an AI Business Analyst

- How many types of analysts are there?
- An integrated analysis perspective
- What are AI requirements like?
- AI and models
- Business analyst – historical, fixed solution
- AI business analyst – forward looking adaptive solution

Video and Discussion: The Business Value of AI

Section 2 – AI Opportunity and Selection Scoping

- Problem framework for AI
- Model building and management
- AI Decision methods
- AI and hyper automation
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Exercise: Defiing the Opportunity

Section 3 – A Transformation Framework

- The 4 layer approach to AI analysis
- Landscape Situation Analysis
- Strategy enablement
- Tactical structure assessment
- Operationalizing AI

Demo and Exercise: The Search for AI Opportunities

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Day Two

Day 2 Theme: Framing the Problem

Today the emphasis is changing to extensive use of artificial intelligence neural nets to help diagnose and predict factors of significance to managers. Artificial intelligence (AI) augments and replaces human intelligence where it makes sense to do so. As such, AI works with both knowledge and data. A manager can use combinations of analytics such as neural nets, machine learning and statistics that provide the best practice in addressing solutions or evaluating an opportunity. Cross checking or enhancing results is one of the goals of applying combinations of analytics.

Section 4 – Needs and Situation Analysis

- Defining problems and opportunities
- Problem solving template
- The solution registry
- Business value assessment
- Understanding problem context and impact
- Alternate solutions

Case Exercise: Identifying Opportunities

Section 5 –- Transformation - Mapping Needs to Solutions

- Ranking needs by management layer
- Ranking Solutions by management later
- Mapping needs to solutions
- Determining influence of solutions
- Integrating the layer rankings
- Creating the 4 layer composite ranking assessment

Demo and Discussion: Evaluating Influence

Section 6 –Transformation - Operationalizing the solutions

- Core methods of operationalizing
- Layer by layer approach
- Priority approach
- Integrated approach
- Assessing results

Exercise: How would you use an ensemble?

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Day Three

Day 3 Theme: Data and Models

Machine learning showed up early on in Business analysis with some familiar business statistics. Correlation and related regression methods have been implemented in many tools and are easily done in Excel. Correlation and regression are early machine learning efforts using historical data and statistical methods for diagnosis and prediction. These core business statistics provide considerable insight into the movement of financial and operational performance indicators in an organization.

Section 7 – Structured Data and AI Prediction

- Historical fixed data focus
- Objective data analysis
- Correlation and Regression
- Correlation matrices
- Affinity analysis and recommendation
- Neural nets and prediction

Exercise: Correlation and Correlation Matrices

Section 8 – Selecting Data for Models

- Forward looking adaptive data
- Semi-structured data analysis
- Using subjective data
- Hybrid data analysis
- Relationship analysis
- Unstructured exploratory data analysis

Video and Discussion: Understanding Gen AI.

Section 9 – Building Models

- Models for the 4 layers
- Core processes for each layer
- Connecting to the target management layer
- Choosing a model approach
- Selecting the algorithms (2 or more)
- Defining the expected result

Exercise: For what would you use a recommendation engine?

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Day Four

Day 4: Theme: Decision Intelligence

Achieving a high-performance organization requires advanced analytic techniques for understanding the impact of innovative analytics. Rigor is needed in analyzing strategy and tactical decisions. Inrernal and external data need integration and analytics to relate them.

Section 10 – Decision Modeling Frameworks

- Decision analysis framework
- Exploring decision factors with Gen AI
- Inference based decisions
- Risk based decisions
- Cost/Benefit models
- Driver diagrams and decisions
- Influence diagrams' and decision trees

Video and Discussion – AI and Marketing Decisions

Section 11 – Economic Models, Data and Decisions

- KPI, KRI and KII Modeling
- Government economic data
- Country Data
- Economic trend analysis
- Financial Performance data
- Social trend analysis

Exercise – Building an Econometric Model

Section 12 – Technology Forecasting Decisions

- Technology trend analysis
- Preference analysis
- Technology based SWOT analysis
- Relating social trends and technology
- Relating Economic rends and technology

Exercise – Ranking Technology Trends

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Day Five

Day 5 Theme: Advanced use of Emerging Analytics

Every day operational processes handle large volumes of unstructured data. Data that is not quantitative and nicely organized into matrices or time series that you can use well known analysis and analytic techniques to support decisions. Handling the unstructured data has been a big problem until recently. The advent of Generative AI and Deep Learning have provided useful tools in extracting significant parts of unstructured data for process support.

Section 13 – Developing the AI Transformation Roadmap

- Roadmap template
- Current AI capability assessment
- Future direction statement
- Transformation focus
- AI SWOT analysis
- Refresh cycle

Video and Discussion: Trusting Generative AI

Section 14 – Managing Transformation

- AI Project registry
- The project portfolio
- Explaining model results
- Maintaining model capability
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Demo and Discussion: – The AI Project Registry

Section 15 – Building AI Capability

- Creating Ai Awreness
- Developing sills
- Managing AI change
- Realizing return
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Video and Discussion: The Future of AI Enablement

Course Questions and Wrap