Training: Data-Oriented Business Analysis

Training Goal
Data is the fuel of AI—but without the right structure and governance, it's just noise. This program equips participants to systematically capture, structure, validate, and confirm business requirements that impact data and data operations, aligned with DMBOK2 standards. The result: higher-quality data foundations that unlock the full potential of data-driven and AI-enabled solutions.

Target Audience
Business and Data Analysts, BI Specialists, Data Architects, Consultants

Format
5-20 participants, on-site or off-site 2 days (8 hours per day). Templates, checklists and modelling examples included.

Learning Outcomes
Participants will be able to:
- Identify business needs that affect data assets or processes
- Translate business problems into structured data requirements
- Distinguish business, functional, and data requirements
- Ensure validation and formal acceptance of data-related requirements

Day 1 – Business Analysis Foundations in a Data Context

Agenda:
- Role of a Data-Oriented Business Analyst
- Why data requirements fail
- Data related areas according to DMBOK2
- Identifying data-related business problems
- **Exercise:** Identify data impacts in a business case

Day 2 – Modelling, Quality, Governance

Agenda:
- Data Governance, Modelling, Business glossary and shared definitions
- Linking process models to data models
- When data impacts solution architecture
- Data Quality Requirements and their impact to data operations
- **Exercise:** Create a conceptual data model from business needs