

## THE ROLE OF BUSINESS ANALYSTS IN IT

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**The term “business analysis” is provided and its main features and use cases are discussed. The role of a business analyst in IT processes is considered. Business analyst’s responsibilities and challenges are mentioned.**

Today, IT sphere is considered to be one of the most effective and important in people’s lives. The development of information technologies is the key feature that describes the society of 21st century. The advantages of IT activities are endless and one of them is the positive impact on the evolution of the world economy. However, we can’t underestimate the role of economists in IT processes.

The main goal of any enterprise is to make profit, that is why economists all over the world have already begun playing a growing role in tech sector. In organisations that mainly focus on producing IT services, applications and other IT products the economists are responsible for solving numerous issues that software and hardware developers grapple with. According to statistics, economists in IT are considered to become truly valuable specialists. There are many opportunities to try yourself in that sphere and one of the most requested is business analysis.

Business analysis is quite new, modern line of business, that is why many people trouble giving the correct definition. Let’s consider what business analysis is and what its main benefits and challenges are. Business analysis is the activity that mainly focuses on examining, comparing, validating big amounts of information, solving numerous issues and presenting best decisions for improving your company’s and its client’s businesses. At first sight this job may appear effortless, but in fact it’s very complex; a business analyst, in its turn, has a lot of tasks.

Who is a business analyst and what are his main objectives? Business analyst is the specialist who is in charge of revealing client’s goals and requirements, collecting and analysing big amounts of data. This person helps customers to find right solutions for the problems and build a business plan to improve enterprise’s weaknesses. One of the integral parts of business analyst work is communication with both: developers and clients. Business analysts just simply have to bridge the gap between tech specialists and customers to find the solution that will satisfy all needs and wants [1].

Many professionals distinguish different types of analysts in IT. System analysts, who participate in tech processes of company; data scientists, who process data with the use of BI; financial analysts, who operate with the financial part of the business; product analysts, who mainly analyse and improve the product; business analysts, who find solutions how to improve client’s decisions and requirements [2]. Most frequently in IT organisations you can come across busyness analysts, who generally combine all skills of aforementioned specialists. Except of analysis and communication activities the job responsibilities of such occupation also include elaboration of design, documentation, presentations and diagrams.

Despite all the advantages, being a business analyst means hard work and numerous challenges. As a rule, young specialists usually struggle with the lack of time as this occupation requires processing big amounts of data. That means that in the beginning you will probably have no free time. The next challenge concerns communication. Communication skills are perhaps one of the most significant characteristics of good business analysts as sometimes there are customers that are quite difficult to handle with. All in all, most professionals are quite sure that the experience in different fields that you can get by being a business analyst will by far overbalance these disadvantages.

After all, why do big enterprises hire business analysts? What benefits these employees can give to companies? First of all, business analysts are valuable workers, because they help to meet client’s wants and requirements. The problem of misunderstanding used to be very crucial some years ago as IT developers could simply do the wrong task that would not satisfy the customer. Now, it is the business analysts’ job. Moreover, they do not only bridge the gap between IT and economics sectors, but also can improve the whole assignment as they are considered to be knowledgeable in both spheres [3]. What is more, it is said that business analysts did not just collect data for software developers. They do participate in all processes: starting with communication with customer and improving his ideas and ending with specifying the number of buttons in applications, its colors, scripts of the text, etc [3]. The goal of any enterprise is to make profit, that’s why there is one more reason for hiring a business analyst on your project. Business analysts can reduce company’s costs as they identify the most profitable projects and find out more cost-effective solutions [4].

To sum up, it is worth mentioning business analysis relevance. Despite the development of technologies and especially business intelligence, most specialists admit that a lot of manual processes just can’t be replaced. Earl Nightingale said: “Everything begins with an idea”. This quotation truly suits business analyst’s work as there is nothing predictable and to create something really significant, authentic

and unique they make truly big efforts which will not be repeated with the use of BI. Business analysts being multi-skilled, experienced and flexible have already begun becoming key members of any IT team [5].

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