



BRUFELLAS
TECH SOLUTIONS

Business Analysis Course

Unlock your potentials, become a Business Analyst

COURSE BROCHURE



This hands-on Business Analysis course is designed to empower you with the practical skills needed to bridge business needs with impactful solutions. You'll learn how to gather and document requirements, analyze business processes, communicate with stakeholders, and recommend improvements that drive results.

Gain proficiency in essential tools like Excel, Power BI, SQL, Jira, Trello, ChatGPT, and more as you work on real-world projects. Whether you're transitioning into a new career or strengthening your current role, this course will equip you to confidently take on Business Analyst responsibilities across diverse industries.

COURSE OVERVIEW

Delivery Method:	Instructor Led
Duration:	3 Months
Internship Duration:	2 Months
Skill Level:	Beginner - Advanced
Prerequisite:	Basic Computer Knowledge
Certificate:	Earn a prestigious certificate upon completion
Comprehensive Curriculum:	Covering tools like Excel, Power BI, SQL, Jira, Trello, GitHub, and ChatGPT
Hands-On Projects:	Engage in over 10 industry-standard projects across various sectors.

What Makes This Course Different?

- **Led by Industry Experts:** Learn from experienced professionals who have solved real-world business problems across industries.
- **Practical & Hands-On:** No fluff, just real results. Work on case studies, simulations, and live projects that reflect the challenges Business Analysts face in actual work environments.
- **Comprehensive BA Toolset:** Master the tools that matter: Excel, Power BI, SQL, Draw.io, Lucidchart, Jira, Trello, and ChatGPT.
- **Career-Ready Certification:** Earn a professional certificate that showcases your ability to analyze business needs, drive improvements, and contribute to strategic goals.
- **Flexible for Your Journey:** Whether you're a student, working professional, or looking to switch careers, this course is structured to align with your schedule and accelerate your growth.



Business Analysis Course

Introduction

Navigating the Strategic Business Landscape

In today's fast-evolving business world, the ability to analyze and improve processes is essential for organizational success. Businesses generate massive volumes of data and face increasingly complex challenges that require thoughtful analysis and strategic decision-



making. Business Analysts play a pivotal role in bridging the gap between business goals and technology solutions, helping organizations optimize operations, reduce costs, and innovate effectively.

According to MarketsandMarkets, the global business analysis market is experiencing rapid growth, driven by digital transformation and increasing demand for agile business practices. The market is expected to expand significantly over the next decade, reflecting the critical need for skilled professionals who can gather requirements, engage stakeholders, and guide projects from concept to delivery.

The Growing Demand for Business Analysts

Business Analysis has emerged as a highly sought-after profession worldwide. The U.S. Bureau of Labor Statistics projects a steady growth in Business Analyst roles over the next decade, as organizations increasingly rely on these professionals to drive change and improve performance. Competitive salaries and diverse job opportunities across sectors, from finance and healthcare to technology and manufacturing, underscore the value of business analysis skills.

In regions like North America and Europe, Business Analysts can expect salaries ranging broadly based on experience and industry, with strong demand for professionals who combine analytical thinking with excellent communication and project management skills.

Career Versatility and Global Reach

One of the most attractive features of a Business Analysis career is its versatility. Business Analysts work across industries, helping to translate business needs into actionable solutions. Additionally, the growth of remote and hybrid work models has expanded global opportunities, enabling analysts to collaborate with international teams and pursue roles worldwide.



Countries leading in business analysis opportunities include the USA, UK, Germany, Canada, and Australia, reflecting a vibrant international market hungry for skilled professionals who can align business strategy with technology execution.

Business Analysis Course

More Info About the Course

Understanding Business Analysis

Business Analysis is the discipline of identifying business needs and determining solutions to business problems. It involves understanding how organizations function, analyzing processes, gathering requirements, and facilitating changes that drive business value. The practice includes various types of analysis:

- **Strategic Analysis:** What are the organization's goals and how can they be achieved?
- **Business Process Analysis:** How do current workflows operate, and where can they be improved?
- **Requirements Analysis:** What do stakeholders need, and how should those needs be captured and prioritized?
- **Solution Evaluation:** How effective are the proposed or implemented changes in achieving desired outcomes?

By mastering these areas, Business Analysts become key enablers of growth, efficiency, and innovation. Our Business Analysis program is purposefully designed to equip you with the tools and techniques needed to excel in this high-impact field. With a mission to train over 1,000 business-focused professionals in 2025, we aim to contribute significantly to bridging the global talent gap in business analysis.

Skills and Tools You'll Acquire

Throughout this program, you'll gain a strong mix of technical, analytical, and interpersonal skills essential for modern Business Analysts:

Technical and Analytical Tools:

- **Microsoft Excel:** for data analysis and requirements tracking
- **Power BI:** for visualizing business metrics and trends



- **SQL:** for extracting data to support business cases and reports
- **Microsoft Visio / Lucidchart:** for process modeling and workflow design
- **Jira / Trello / Asana:** for project and stakeholder management
- **ChatGPT / AI Tools:** for enhancing productivity and ideation
- **GitHub:** for version control and team collaboration

Soft Skills:

- **Problem-Solving:** Break down complex business issues into actionable steps
- **Critical Thinking:** Evaluate multiple options to find the best solutions
- **Effective Communication:** Translate technical findings into clear business language
- **Stakeholder Engagement:** Build relationships and manage expectations
- **Business Acumen:** Understand industry dynamics and align solutions to strategy

These well-rounded skills will enable you to deliver value across departments, drive innovation, and become a trusted advisor in any organization.

Your Pathway To Success

Upon completing the program, you'll be prepared to launch or elevate your career in Business Analysis with the following benefits:

- **Work Experience:** Build a portfolio through real-world business analysis projects
- **Certification:** Earn a certificate from Brufellas Tech Solutions Limited
- **Career Support:** Get help with CV optimization, LinkedIn branding, mock interviews, and job search strategy
- **Global Opportunities:** Access remote and international job markets across industries
- **Professional Network:** Become part of a growing global community of Business Analysts and tech professionals

Step into the world of Business Analysis and become a change-maker who drives impact through clarity, strategy, and collaboration.



Business Analysis Curriculum

Introduction to Business Analysis



Module 1: Fundamentals of Business Analysis

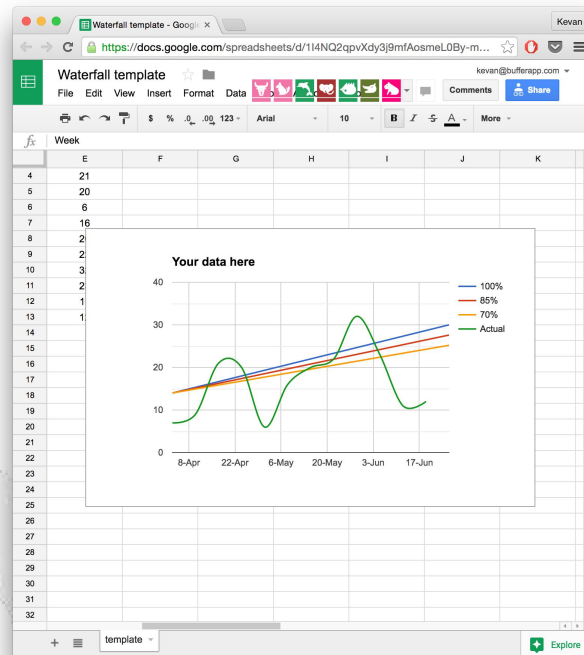
- What is Business Analysis?
- The Role of a Business Analyst in Organizations
- Types of Business Analysts (Data, Systems, Product, Process, etc.)
- Business Analysis vs Data Analysis vs Project Management
- The BA Mindset: Curiosity, Critical Thinking, and Value Delivery

Module 2: Business Analysis Frameworks and Methodologies

- Overview of the Business Analysis Body of Knowledge (BABOK)
- Common Methodologies: Waterfall, Agile, Scrum, Lean Six Sigma
- Requirements Elicitation Techniques
- Understanding Business Requirements vs Functional Requirements
- Stakeholder Identification and Engagement

Business Analysis Curriculum

Advanced Excel Course



Module 3: Orientation & Foundational Tools

Equip learners with a strong foundation in Excel tailored for business use:

- Introduction to Excel & Workbook Navigation
- Excel Interface & Ribbon Customization
- Excel File Formats and Templates for Business Use
- Cell Referencing (Relative, Absolute, Mixed, Structured)
- Excel Shortcuts & Efficiency Tips
- Basic Operations (Copy, Move, Paste, Autofill, Freeze Panes, Hide/Unhide, Insert/Delete Rows/Columns)
- Understanding Data Types
- Excel Security: Locking, Protecting Sheets, and Files

Module 4: Essential Excel Functions & Formulas

Develop proficiency in key functions used to solve business problems:

- Basic Math Functions (SUM, AVERAGE, COUNT, COUNTA, MAX, MIN)
- IF, NESTED IF, AND, OR for Business Rule Logic
- DATE & TIME Functions for Timelines and Project Scheduling
- Text Functions (LEFT, RIGHT, MID, LEN, CONCAT, TEXTJOIN)
- Error Handling (IFERROR, ISERROR, IFNA) for Cleaner Reporting
- Formula Auditing and Tracing Errors in Business Sheets

Module 5: Data Cleaning & Preparation

Master techniques to clean, structure, and format business data:

- Cleaning Sales, Customer, and Vendor Data
- Text Cleaning Functions (TRIM, CLEAN, SUBSTITUTE)
- Convert Data Types for Reporting (VALUE, TEXT, UPPER, LOWER, PROPER)
- FIND, SEARCH, REPLACE, TEXTSPLIT in Business Logs
- Data Formatting (Number, Date, Currency, Percentage)
- Paste Special Techniques (Values, Transpose, Formats, Formulas)
- Removing Duplicates in Business Lists

Module 6: Lookup & Advanced Functions

Learn to cross-reference and combine datasets for decision-making:

- Lookup Functions (VLOOKUP, HLOOKUP, INDEX + MATCH) in Product/Customer Tables
- Introduction to XLOOKUP
- Advanced Lookup: Nested VLOOKUP, Approximate Match



- LOOKUP, CHOOSE, INDIRECT for Dynamic Reporting
- Dynamic Arrays: UNIQUE, FILTER, SORT, SEQUENCE, VSTACK, HSTACK
- Data Validation with Dropdown Lists (e.g., Departments, Priorities)

Module 7: Data Analysis Tools

Use Excel tools to interpret data and generate insights:

- Sorting & Filtering Business Data
- Conditional Formatting for KPIs and Risk Indicators
- Subtotals vs AGGREGATE for Departmental Reporting
- Logical Functions (IFS, COUNTIFS, SUMIFS, AVERAGEIFS) in Business Scenarios
- Descriptive Statistics Using Excel (Mean, Median, Mode, Std Dev)
- Goal Seek and What-If Analysis for Financial Scenarios
- Scenario Manager & Data Tables for Project Planning

Module 8: Data Visualization & Dashboarding

Create dynamic visuals and dashboards to communicate insights:

- Chart Types (Bar, Line, Pie, Combo, Sparklines) for Business Metrics
- Chart Formatting Best Practices
- PPivot Tables for Aggregated Business Analysis
- Pivot Charts
- Slicers and Timeline Filters for Interactive Reports
- Building Business Dashboards with Linked Charts & Pivot Tables
- Using Form Controls (Checkboxes, Buttons) for User Interaction
- Storytelling with Data & Business Presentation
- Embedding Charts in PowerPoint for stakeholder Reports



Module 9: Excel for Data Analysts + AI Integration

Apply Excel in real-world business analyst workflows and use AI to enhance productivity.

- Real-World Case Studies (Project Management, Sales, Finance, HR, Operations)
- Problem-Solving Framework (Business Problem → Questions → Data → Insights → Recommendation)
- Writing Excel-Based Business Reports
- Exporting and Sharing Reports for Stakeholders
- Introduction to Using ChatGPT for Excel:
 - Formula Troubleshooting for Business Use
 - Generating Scenarios and What-If Suggestions
 - Prompting for Efficiency in Daily Tasks
 - Summarizing Customer or Sales Data
- Preparing for Excel-Based Business Analyst Job Tests



Business Analysis Curriculum

Microsoft Power BI Course



Module 10: Introduction to Power BI for Business Analysts

Provide foundational understanding of how Power BI supports business decisions through data-driven insights.

- What is Power BI & its Relevance to Business Analysts
- Components of the Power BI Ecosystem: Desktop, Service, Mobile
- Comparing Power BI with Excel for Business Insight Generation
- Installing Power BI Desktop
- Power BI Workflow: From Data to Decision
- Navigating the Power BI Interface (Desktop Tour)
- Connecting to Common Business Data Sources: Files, Folders, Databases, Online Services
- Creating Your First Business Report (Mini Project)

Module 11: Data Acquisition & Power Query (ETL)

- Importing Data: Files, Excel, SharePoint, Web, APIs
- Understanding Import vs DirectQuery vs Live Connection
- Navigator the Power Query Editor
- Core Transformation Tools for Business Data:
 - Remove Columns, Rename, Reorder
 - Filter Rows, Replace Errors
 - Merge/Split Columns (e.g., Customer Names, Dates)
 - Conditional Columns for Categorization
 - Pivoting & Unpivoting Sales, Budget, or Transaction Data
 - Grouping & Aggregating Business Metrics
- Business Use Case: Cleaning a Sales Transactions Table

Module 12: Data Modelling for Business Understanding

- Why Data Modeling is Crucial for Business Analysts
- Fact vs Dimension Tables (Business-Oriented Examples)
- Primary Key, Foreign Key & Relationship Building
- One-to-Many & Many-to-Many: Business Implications
- Star Schema vs Snowflake Schema for Business Models
- Managing Relationships, Auto-Detect & Manual Configuration
- Creating & Using Date Tables in Time-Based Analysis
- Model View: Formatting, Naming, and Categorization
- Business Scenario: Creating a Relationship Model for Sales & Customers



Module 13: Business-Focused DAX (Data Analysis Expressions)

- What is DAX and its Role in Business Analysis
- Measures vs Calculated Columns (When to Use Each)
- Business-Friendly DAX Functions:
 - SUM, AVERAGE, DISTINCTCOUNT, COUNTROWS
 - IF, SWITCH, RELATED (for Customer Segmentation, Performance Buckets)
 - CALCULATE & Filter Context for KPI Calculation
 - Time Intelligence: YTD, MTD, QTD, vs Previous Year
- Creating Calendar Tables with DAX
- Business Examples: Profit Margin, Customer Retention, Revenue Growth
- Creating a Calendar Table using DAX

Module 14: Data Visualization and Storytelling

- Visual Design Principles: Simplicity, Relevance, Clarity
- Choosing the Right Visual for Business Questions:
 - Bar, Column for Trends
 - Pie/Donuts for Share
 - KPI Cards, Gauges for Executive Metrics
 - Slicers, Hierarchies, and Drill-through for Interactivity
- Designing Reports for Stakeholder Communication
- Using Tooltips, Bookmarks, and Buttons for Enhanced Navigation
- Branding Dashboards with Company Colors & Themes
- Business Use Case: Monthly Sales Performance Dashboard



Module 15: Collaboration & Sharing in Power BI Service

- Power BI Service: Overview for Business Use
- Publishing Reports to the Power BI Service
- Creating and Managing Business Workspaces
- Building and Sharing Dashboards for Teams & Executives
- Defining Roles & Permissions with Row-Level Security (RLS)
- Creating Business Apps for Departmental Distribution
- Integration with Office Tools (Excel, PowerPoint) for Reporting
- Exporting Dashboards for Presentations and Reviews

Module 16: Business Capstone Project & Case Studies

- Case Study 1: Executive Sales Dashboard (from Data to Insight)
- Case Study 2: Financial Overview Dashboard (P&L, Budget vs Actuals)
- Connecting to Multiple Business Data Sources (Web, Excel, API)
- Applying Intermediate DAX in Business Scenarios
- Using AI Visuals for Deeper Insight: Key Influencers, Decomposition Tree
- Telling the Business Story: Crafting Insightful Narratives
- Final Presentation: Business Insight Dashboard to Stakeholders



Business Analysis Curriculum

SQL for Business Analysis Course



Module 17: Understanding Data & Databases for Business

- What is Data? Types and Business Relevance
- What is a Database? Real-World Business Examples
- From Spreadsheets to Databases: Business Use Cases
- Introduction to Database Management Systems (DBMS)
- Relational Database Systems in Business (e.g., MySQL, SQL Server)
- Tables, Records, and Fields in a Business Context
- Understanding Primary and Foreign Keys in Business Data
- Fact and Dimension Tables for Business Reporting
- Schemas and Data Organization
- OLTP vs OLAP: Business Transactions vs Analytics
- Interpreting Entity-Relationship Diagrams (ERD) for Business Analysis

Module 18: Why SQL is Critical for Business Analysts

- Role of SQL in Business Intelligence and Decision Making
- SQL vs NoSQL: Which Matters to Business Analysts?
- The Business Analysis Workflow: Where SQL Fits
- Business Use Cases of SQL: Sales, Customer Insights, Financial Metrics
- Using AI Tools (e.g., ChatGPT) to Generate and Explain SQL Queries

Module 19: Setting Up Your SQL Environment for Business

- Installing SQL Server or MySQL (Cloud vs Local Options)
- Setting Up a Sample Business Database
- Exploring SQL Interfaces for Business Analysts (SSMS, DBeaver, Azure Data Studio)
- Understanding Schemas, Tables, and User Permissions
- Getting Familiar with Business Datasets Used Throughout the Course

Module 20: Writing SQL Queries for Business Questions

- SELECT, FROM, WHERE: Answering Basic Business Questions
- SELECT DISTINCT, COUNT, COUNT DISTINCT in Business Contexts
- ORDER BY, LIMIT / TOP for Sorting Results
- Filtering Techniques: BETWEEN, IN, LIKE, NOT LIKE
- Using ALIAS for Clearer Business Reports
- Logical Conditions: AND, OR, NOT in Real Business Scenarios



Module 21: Business Aggregation and Grouping with SQL

- Business-Focused Aggregate Functions: SUM, AVG, MIN, MAX, COUNT
- Using GROUP BY and HAVING in Sales, Marketing, and Operations Analytics
- Applying Aggregations to Business Metrics and KPIs
- Combining Filters, Aggregates, and Business Logic

Module 22: SQL Joins for Combining Business Data

- Understanding Relationships Across Business Tables
- Types of Joins:
 - INNER JOIN for Related Business Records
 - LEFT, RIGHT, FULL OUTER JOINS for Incomplete Data Scenarios
 - CROSS and SELF JOINS in Business Use Cases
- Real-World Examples: Customers & Orders, Campaigns & Responses
- Visualizing Joins to Understand Business Data Relationships

Module 23: Data Manipulation and Schema Operations

- Creating Tables for Business Scenarios
- Setting Business Rules with Data Types and Constraints
- Inserting Business Data (e.g., Sales Transactions, Customer Info)
- Updating and Deleting Records Responsibly
- ALTER and DROP: Modifying Business Database Structure
- Data Integrity: COMMIT, ROLLBACK, and Handling NULLs in Business Analysis



Module 24: Intermediate to Advanced SQL for Business Analysts

- Writing Subqueries for Deeper Insights
- Using CASE Statements for Business Logic
- Essential Functions:
 - COALESCE for Missing Business Data
 - CAST and CONVERT for Financial and Date Conversions
- Working with Dates in Business Reports (NOW, EXTRACT, etc.)
- Window Functions Introduction: ROW_NUMBER, RANK for Business Rankings

Module 25: Leveraging SQL with Business Intelligence

- Exporting SQL Outputs to Excel or CSV for Reporting
- Connecting SQL to Power BI Dashboards
- Creating Simple Business Dashboards from SQL Data
- Basic Query Optimization for Faster Business Insights

Module 26: Capstone Project and Business Case Studies

- Case Study 1: Sales and Revenue Analysis
- Case Study 2: Customer Retention and Engagement Metrics
- End-to-End Business Project:
 - Define a Business Problem
 - Write and Run SQL Queries
 - Analyze and Interpret Results
 - Visualize and Present Insights
 - Make Strategic Recommendations
 - Final Review and Feedback



Business Analysis Curriculum

Business Analysis Core Fundamentals



Module 27: Core Concepts of Business Analysis

- Introduction to the BABOK® Knowledge Areas
- The BA Core Concept Model (BACCM)
- Understanding Needs, Changes, and Stakeholders

Module 28: Planning & Monitoring

- Defining BA Approach and Deliverables
- Stakeholder Identification & Engagement Planning
- Performance Metrics and Monitoring Techniques

Module 29: Elicitation & Collaboration

- Elicitation Techniques: Interviews, Workshops, Surveys, Observation
- Communication Strategies for Stakeholders
- Confirming and Documenting Elicitation Results

Module 30: Requirements Lifecycle Management

- Traceability and Change Management
- Requirements Prioritization, Verification & Validation
- Requirements Approval Processes

Business Analysis Curriculum

Strategic and Technical Business Analysis



Module 31: Strategy Analysis

- Assessing Current State vs. Future State
- Defining Business Needs and Value Gaps
- Risk Analysis and Change Strategy

Module 32: Requirements Analysis & Design Definition

- Defining & Modeling Requirements
- Solution Scope and Design Options
- Requirements Architecture and Specifications

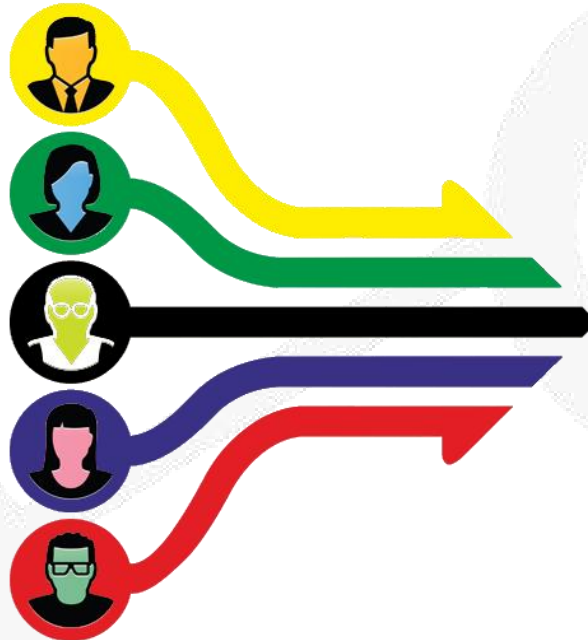
Module 33: Solution Evaluation

- Measuring Solution Performance Against Objectives
- Analyzing Limitations of Solutions and Enterprises
- Recommending Actions to Increase Value



Business Analysis Curriculum

Agile Business Analysis & Documentation



Module 34: Agile Fundamentals & Scrum

- Agile Principles and the BA Mindset
- Scrum Framework: Roles, Events, and Artifacts
- Writing Effective User Stories and Acceptance Criteria
- JIRA Walkthrough for Managing Agile Work

Module 35: SDLC and Documentation Techniques

- Comparing Waterfall, Agile, MVP Approaches
- Requirement Documentation: FRD, PRD, User Stories, Epics
- Process Mapping, Wireframing (Balsamiq, Visio), Use Cases

Module 36: Business Case and Product Ownership

- Developing a Business Case (Need, Value, Risk)
- Stakeholder Collaboration and Product Ownership
- Defining and Prioritizing MVP Features



Business Analysis Curriculum

Final Project and Problem Solving



Module 37: Problem Solving Tools & Techniques

- Root Cause Analysis: 5 Whys, Fishbone, Pareto
- SWOT Analysis for Strategic Thinking
- Data-Informed Decision-Making

Module 38: Capstone Project Delivery

- Select Domain (Fintech, Retail, HealthTech, etc.)
- Execute Full BA Lifecycle: Research → Requirements → SQL & Power BI → Documentation
- Final Presentation & Peer Review

Module 39: Practical Collaboration & Deployment

- Agile Teamwork using JIRA, Confluence, MIRO
- UAT and Final Deployment
- Feedback Loop, Performance Metrics & Continuous Improvement

Business Analysis Curriculum

Portfolio Building & Personal Branding



Module 40: GitHub & Online Portfolio Setup

- Editing HTML Templates for Project Display
- Hosting Portfolio Projects with GitHub Pages
- Structuring Case Studies for Clarity and Impact

Module 41: LinkedIn Optimization

- Crafting a Powerful Profile: Headline, About, Experience
- Leveraging Endorsements and Extensions
- Networking and Visibility Strategies

Module 42: Resume and Job Market Readiness

- Resume Writing: ATS Compliance and Storytelling
- Showcasing Skills, Tools, and Case Studies
- Positioning for Local & Global Business Analyst Roles



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