October 30th, 2025

BUSINESS ANALYSIS CLUB @FHCI

Session 2

October 30th

Today's Schedule

Role of a Business Analyst

Investigate what a BA does

Company Analysis

Learn and conduct your own analysis

Research Guest Speaker

Discover Russell Citron's story and prepare for our meeting next session

bac.

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1

Company Analysis

The Role of a Business Analyst

What is Business Analysis?

Find Problem

The first phase in business analysis is to identify the problem or opportunity in a company. This is based on information learned from analysis tools.

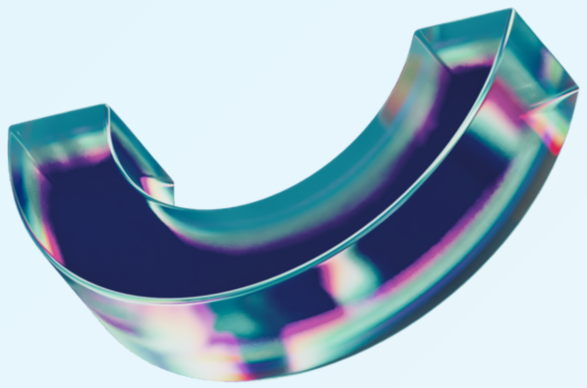
Develop Solution

The second phase in business analysis involves suggesting a course of action for addressing the need or problem. This is done by brainstorming and organizing a feasable plan.

Communicate

The third phase in business analysis is where the analysts communicate their solutions with stakeholders. This is where meetings happen, and the final solution is proposed.

Three Tools for Business Analysts



SWOT

Stands for strengths, weaknesses, opportunities, and threats. The most-used tool in business analysis that helps identify issues and solutions, internally and externally.

PESTLE

Stands for political, economic, social, technological, legal, and environmental factors. Another useful tool that establishes the external forces on a business.

Financial Analysis

The financial analysis helps assess a company's performance by measuring growth and identifying problems. It involves investigating a business's profitability, liquidity, efficiency, and leverage.

SWOT Example: Apple Inc.

Internal

Identify strengths and weaknesses within the business

External

Identify opportunities and threats that are outside the business

Strength: Strong brand recognition and customer loyalty

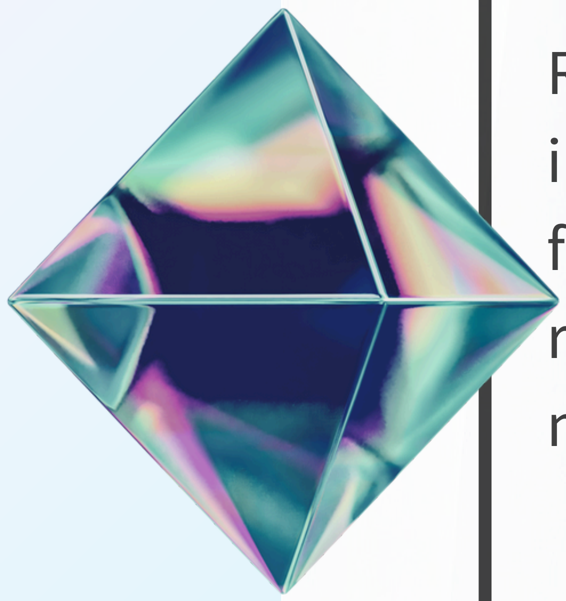
Weakness: Lack of innovative products in recent years

Opportunity: Leverage its strong brand presence in emerging markets

Threat: Recent increase in competition in various industries

PESTLE Example: OpenAI

Analyze the external environment with six outside forces that impact the company's decision-making and strategy



Political	Economic	Social
Government regulations on AI safety and data privacy impact product deployment	High demand for AI tools drives growth but also increases competition and operating costs	Public concern over AI replacing jobs and ethical use influences reputation

Technological	Legal	Environmental
Rapid AI innovation forces constant research and model updates	Copyright and data ownership laws challenge AI training practices	Energy consumption from large data centers raises sustainability concerns

Financial Analysis Example: Nvidia

Step 1

Examine financial statements for the last couple years

Step 2

Calculate key ratios: profitability, liquidity, efficiency, and leverage.

Step 3

Compare performance with competitors and the industry average

Step 4

Propose a conclusion based on financial analysis

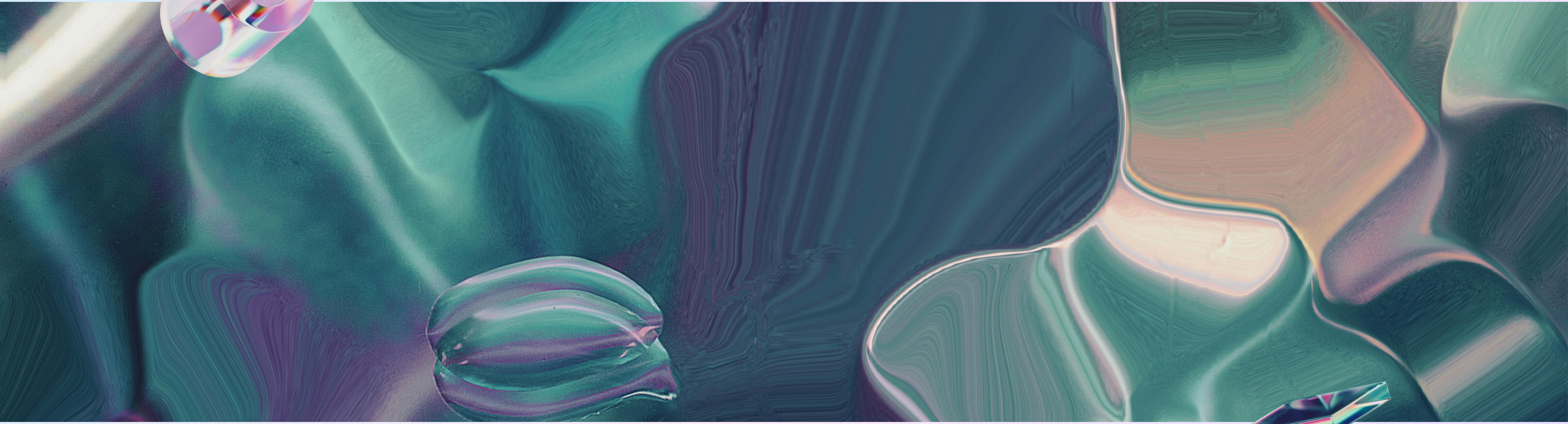
Statements: Solid balance sheet with large cash reserves and low debt

Key Ratios: Extremely high margins due to dominant market share and premium pricing

Performance Comparison: Far surpasses competitors, with explosive AI-driven revenue growth and dominant market leadership

Conclusion: Financially robust and rapidly expanding, but highly exposed to AI market cycles and supply chain costs

Your Turn!



Individually or in groups, conduct one of the three analyses on a relevant company of your choice!

2

Speaker Research

Get to know Russell Citron, the upcoming guest for next session...

Russell Citron

Founder of CrowdChange & Entrepreneur Coach

Draft three relevant questions based on your research for next session's guest speaker. The virtual meeting will have a question period.

See You Next Session!

For our first live virtual meeting with a guest speaker.

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