**ANALYTICAL DECISION-MAKING**

**Learning Outcome 1: ACTIVITY 13**

**Analytics in practice**

Review the work of colleagues/line and senior managers in an organisation with which you are familiar. If possible, ask them about information they analyse as part of their role. What? Why? When? How?

What key attributes, skills and experience are needed to become an effective analyst?

***Hints:***

*You may also discuss these roles within your own workplace. If you are not aware of a specific title role in your organisation, it may be that individuals take on these responsibilities on an ad hoc basis.*

*There are many global recruitment opportunities for business analysts that specify qualifications and skills required for this role. The British Computer Society (BCS) offers advice in this area also.*