

## **PMI-PBA**

### **Introduction: -**

The essence of value in a business context centers around Return on Investment (ROI). ROI is the weight of the business value or benefits, typically captured as increases in revenue or decreases in cost, over the cost of implementation the change. Business analysis reduces the overall costs for the project. Inaccurate requirements gathering consistently ranks in the top causes of project failure. By actively discovering requirements, the business analyst helps the business come to an improved understanding of what is needed from the solution to be successful.

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