



# Business Analysis is the new superpower



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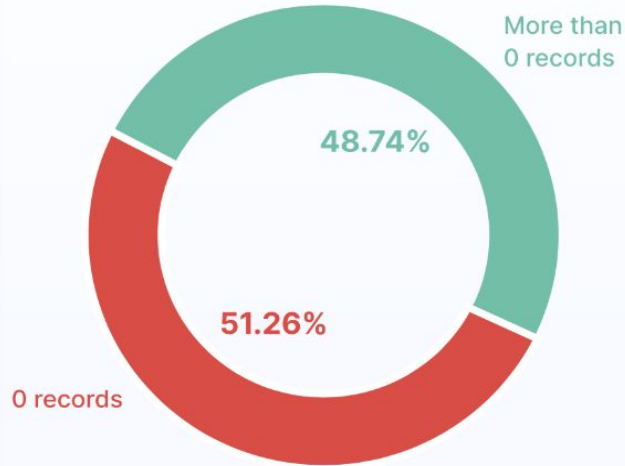


Ian Gotts

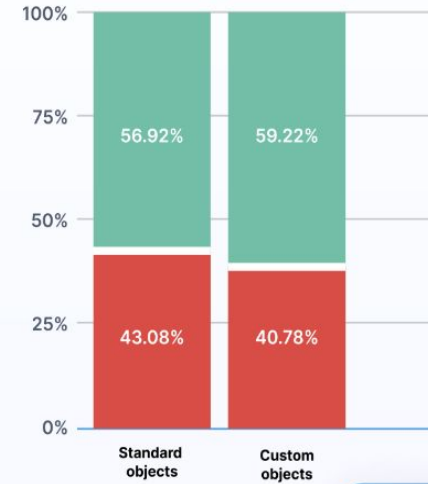
[in/iangotts](#)

# Wasted Effort

## Custom objects never used (excluding MP)

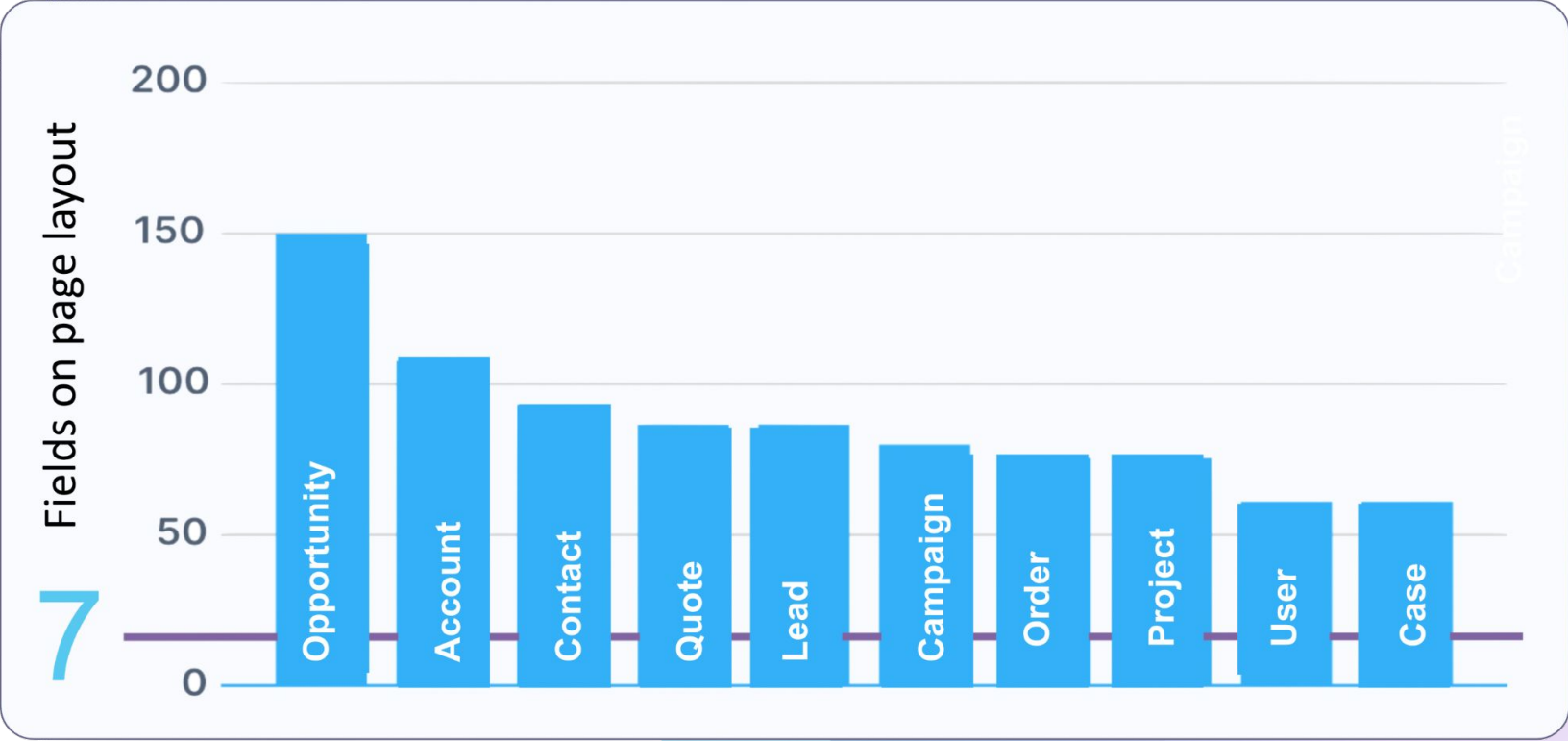


## Custom fields with 0% data (excluding MP)

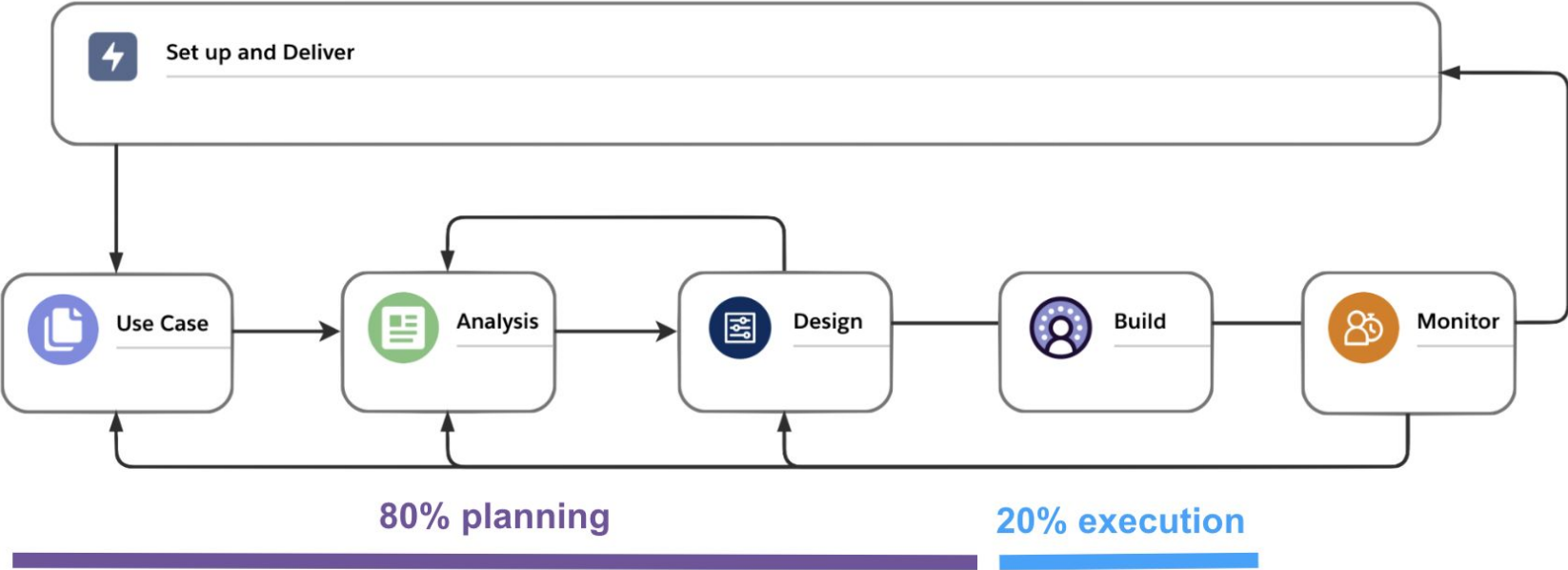


More than 0 records  
0 records

# Confused Users. Poor Data

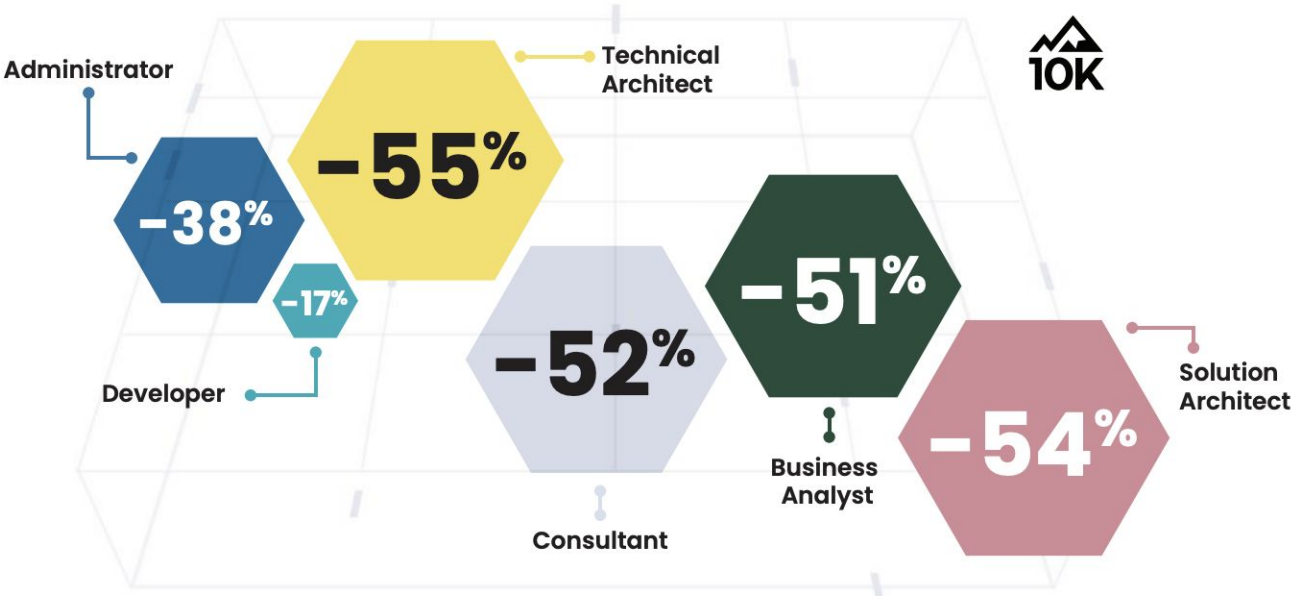


# Data Cloud: 80% planning (BA)



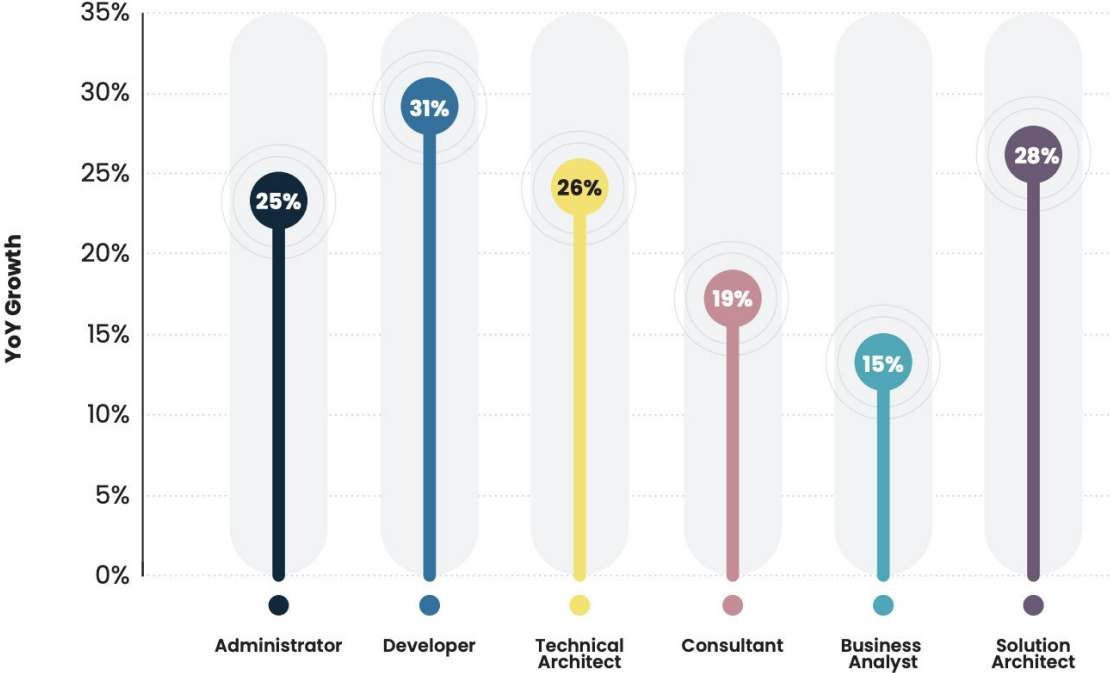
# Market Demand

YoY Change in Global Demand by Role

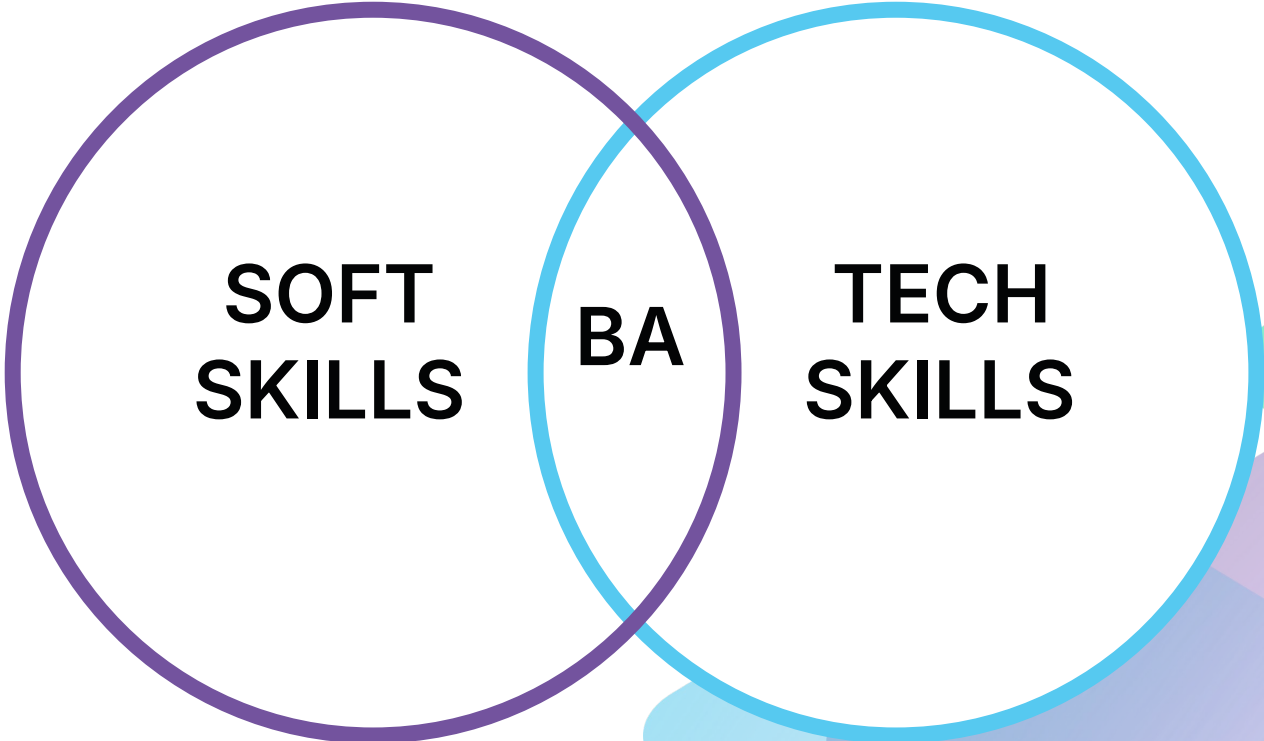


# Market Supply

Established Market Supply Growth by Role

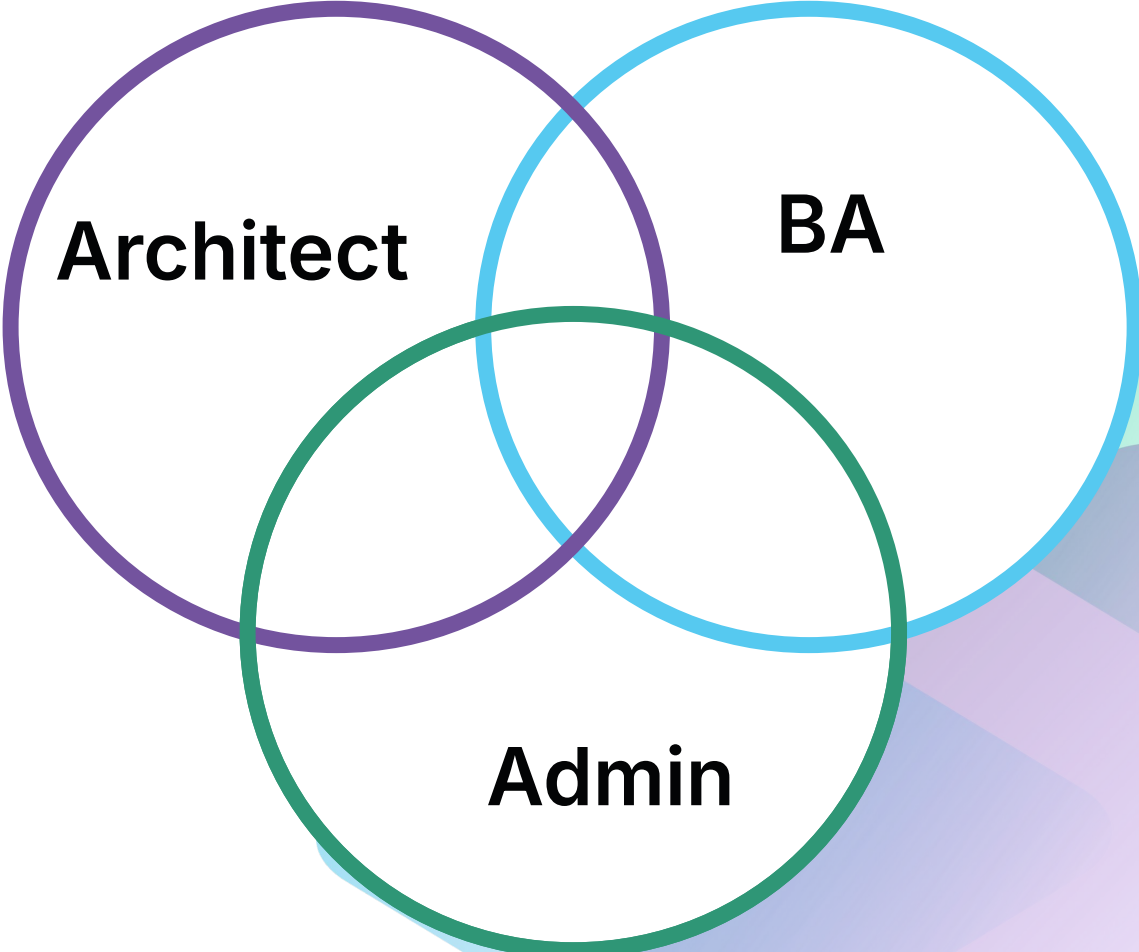


# BA Skills

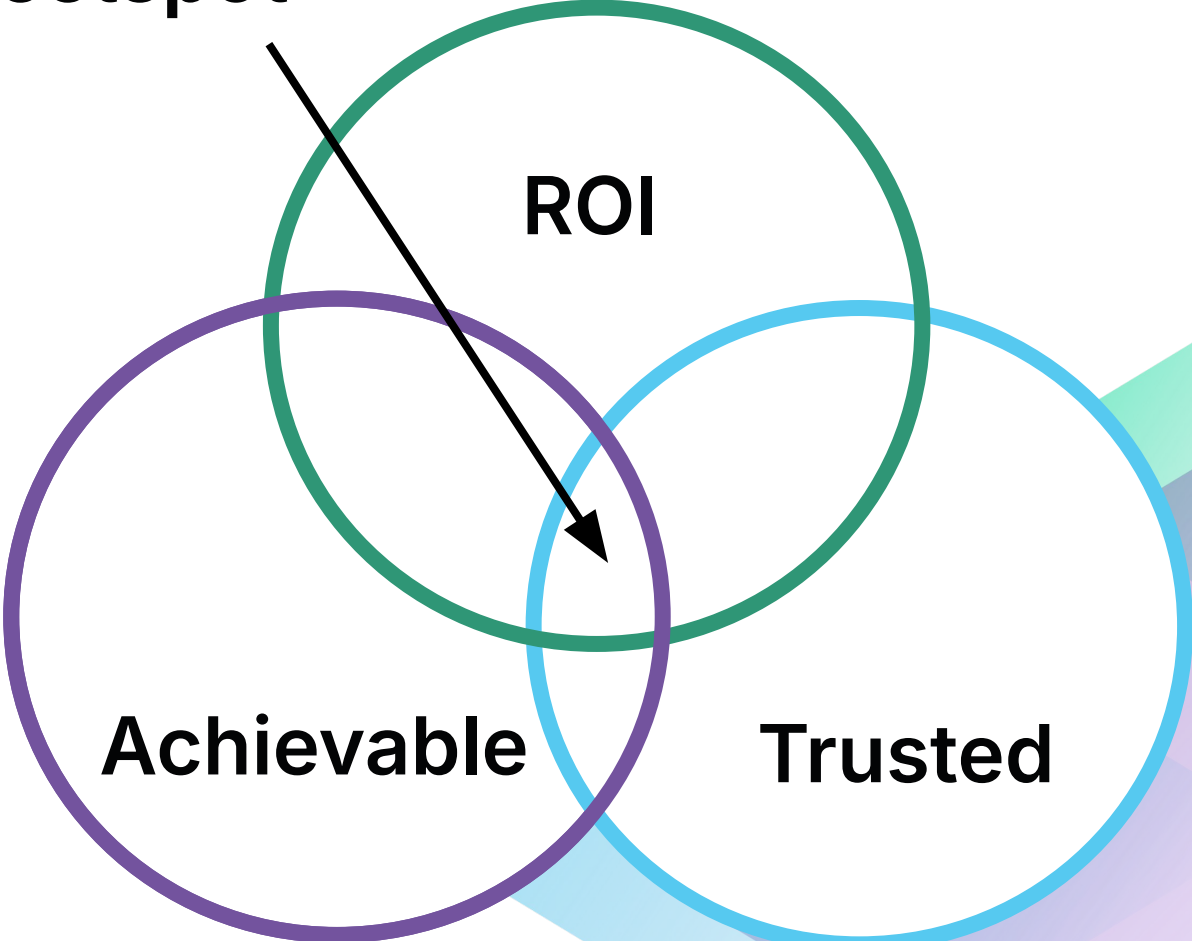




# BA Skills



# AI Sweetspot



**ROI**

**Achievable**

**Trusted**

# Resources

[Trailhead](#)

[BA Certification](#)

[BA Trailblazer Community](#)

[Elements Academy](#)

[Vanessa's YouTube Channel](#)

[Caitlin's BA site](#)

[Elements blog \(BA articles\)](#)

[Dreamforce BA Meetup](#)





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