

XPD – Experience & Professional Development

Micro-Internships for Business Analysts

After reviewing thousands of open business analyst roles we've identified the most common responsibilities outlined in business analyst job descriptions:



- Monitor project progress by tracking activity; resolving problems; publishing progress reports; recommending actions
- Define project requirements by identifying project milestones, phases and elements; forming project team; establishing project budget
- Prepare technical reports by collecting, analyzing and summarizing information and trends
- Plan and coordinate the development of primary and secondary market research studies in support of strategic planning and specific marketing initiatives, as required and presents findings of studies to client committees
- Understand and communicate various financial analyses of company initiatives

While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.

Skills listed below could be used as "qualifications" or requirements as you complete the [Micro-Internship Form](#).

DESCRIPTION	SKILLS	
Monitor project progress by tracking activity; resolving problems; publishing progress reports; recommending actions	Grit/Drive	Problem solving
Define project requirements by identifying project milestones, phases and elements; forming project team; establishing project budget	Team player	Empathy
Prepare technical reports by collecting, analyzing and summarizing information and trends	Analytical mindset	Organization
Plan and coordinate the development of primary and secondary market research studies in support of strategic planning and specific marketing initiatives, as required and present findings.	Creativity	Research
Understand and communicate various financial analyses of company initiatives	Communication	Presentation

SAMPLE PROJECTS

Storytelling with Data	We would like you to analyze a set of customer service data (provided by us) qualitatively and quantitatively. Identify trends, positive and/or negative, patterns, outliers, etc., and use tables, graphs, etc. to tell us the "story" of the data and highlight the key takeaways.
Competitive Analysis	We would like you to research ten key competitive products in a specific market and outline the social media efforts associated with each, including key messaging, features highlighted, pre-announcements, etc. In addition to the outbound efforts driven by the company, please capture the insights (positive and negative) provided by customers and highlight any key trends.
Case Study Development	We would like you to develop a brief case study on a recent success we have had with a client that we can use for potential partnership purposes. We will provide information on the recent success, and would you to draft a one-pager that highlights the customer's problem, alternatives considered and why they chose to work with us and the positive impact of their decision.

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XPD- EXPERIENCE & PROFESSIONAL DEVELOPMENT
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 Open Monday - Friday, 8:30 a.m. - 4:30 p.m.

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