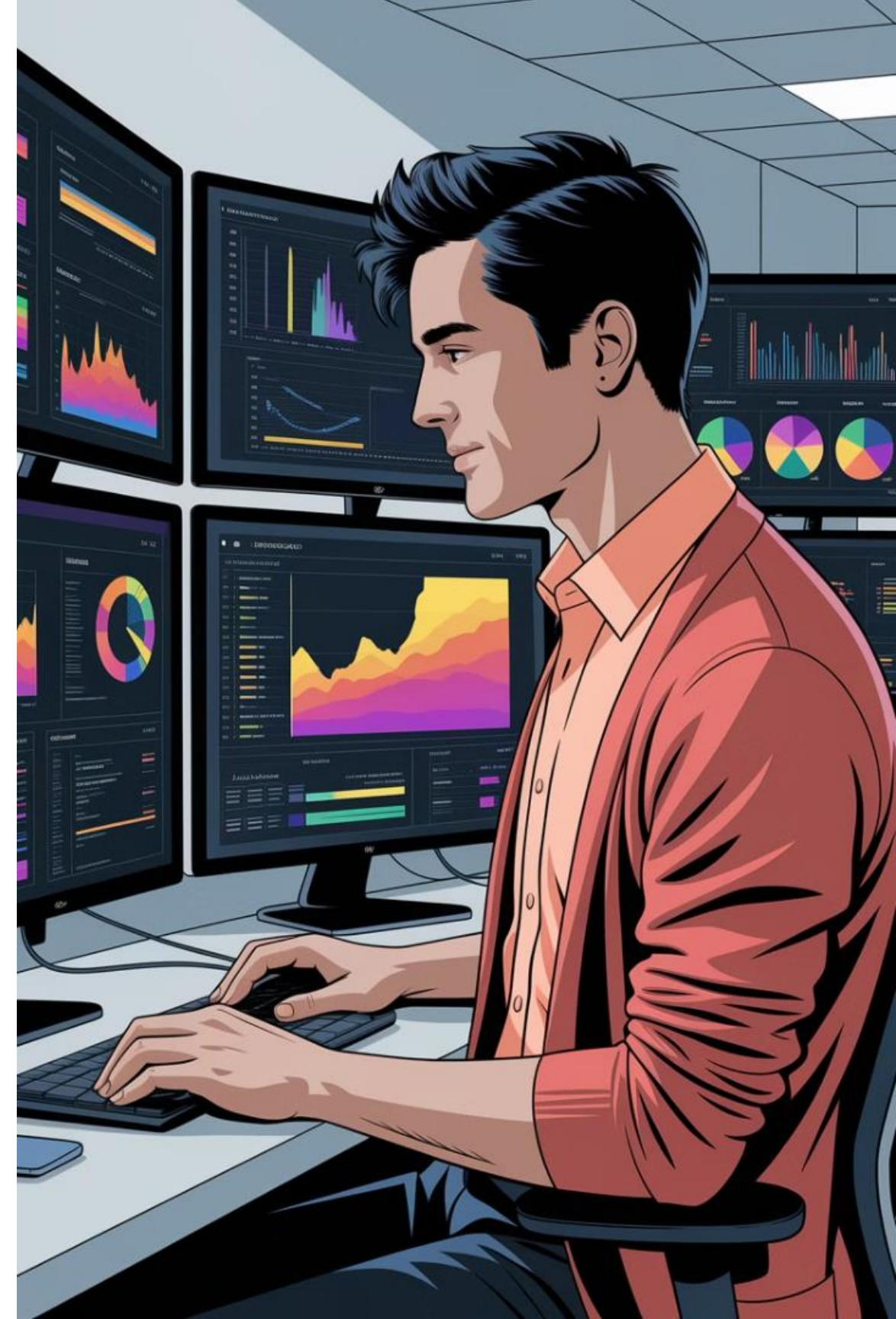# Certified Business Data Analytics (CBDA) Exam Guide

Boost your career in business analysis with the CBDA credential from the International Institute of Business Analysis (IIBA). This guide covers everything you need to know to prepare and pass on your first attempt.

kW **by Kimberly Wiethoff**

What Is the CBDA Certification?

1 **Credential Overview**

Offered by IIBA for professionals who analyze and interpret data to support business decision-making.

2 **Ideal For**

Business Analysts working with data, Data Analysts, IT and BI Professionals, Product Managers, and anyone in data analytics.

3 **Career Value**

Validates expertise and enhances credibility in the growing field of business data analytics.

Exam Cost Breakdown

IIBA Members

$250 for the exam

Non-Members

$400 for the exam

Retake Fee

$195 if you need another attempt

IIBA Membership

$139 per year (optional but recommended)

Taking the Exam

Online Format

Take the exam from anywhere through remote proctoring via PSI Online Exams.
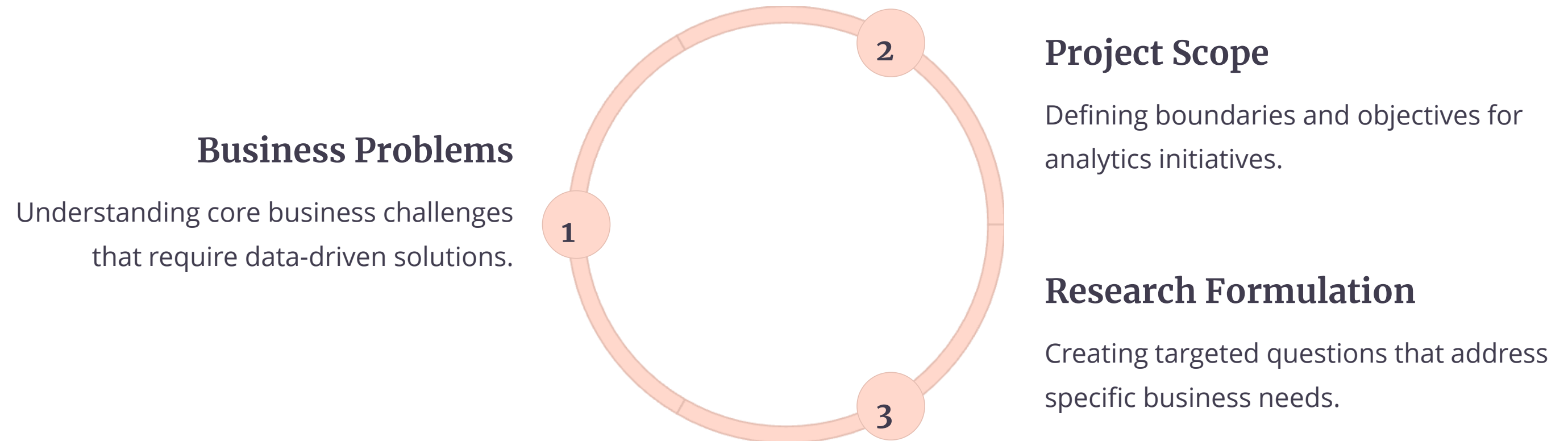
Time Limit

2 hours to complete 75 multiple-choice, scenario-based questions.

Passing Score

Not officially disclosed, but estimated around 70%.

Exam Domain: Identify Research Questions

Business Problems

Understanding core business challenges that require data-driven solutions.

Project Scope

Defining boundaries and objectives for analytics initiatives.

Research Formulation

Creating targeted questions that address specific business needs.

This domain represents 20% of the exam content.

Exam Domain: Source Data

1 **Data Source Identification**

Finding and evaluating internal and external data sources for analysis.

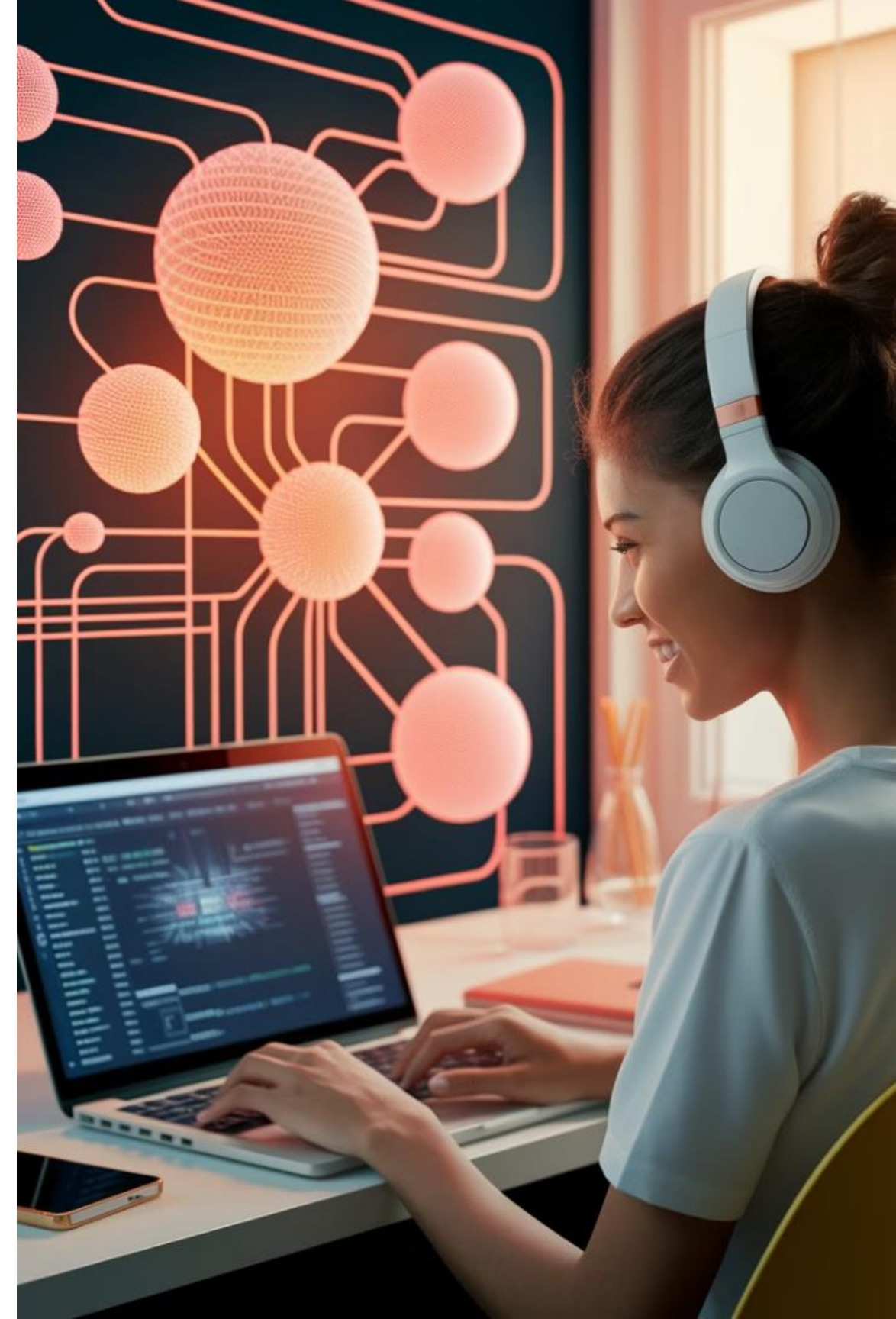**2** **Governance & Security**

Understanding data privacy regulations and security protocols.

3 **Data Preparation**

Extracting and cleaning raw data for analytical processing.

This domain represents 15% of the exam content.

Exam Domain: Analyze Data

1

Exploratory Analysis

Initial investigation to discover patterns and anomalies in datasets.

2

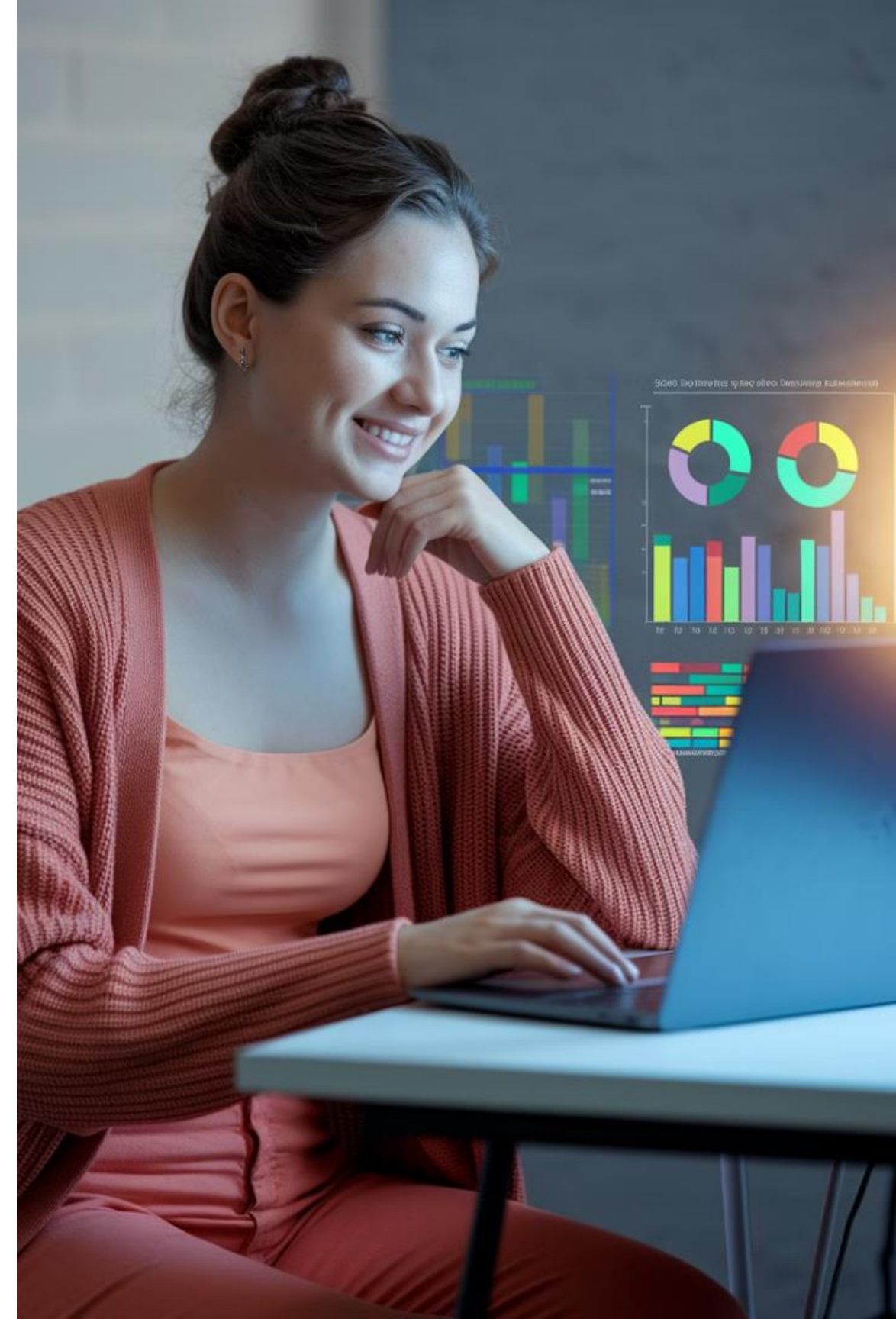### Statistical Techniques

Applying appropriate statistical methods to extract meaningful insights.

3

Pattern Recognition

Identifying trends, correlations, and outliers within the data.

This domain represents 16% of the exam content.

Exam Domain: Interpret and Report Results

Data Visualization

Creating clear, compelling visual representations of analytical findings.

Storytelling

Crafting narratives that explain data insights in business context.
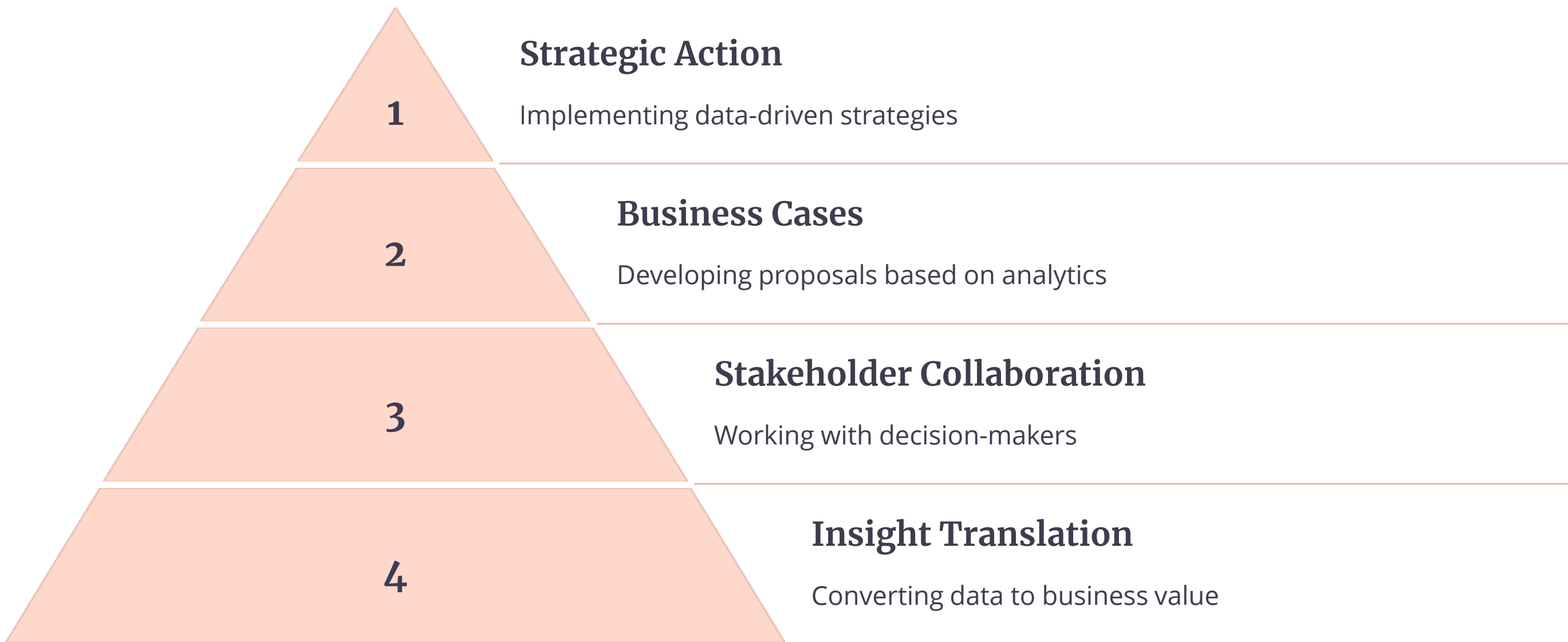
Tool Utilization

Using platforms like Power BI, Tableau, and Excel to communicate results.

This domain represents 20% of the exam content.

Exam Domain: Influence Business Decisions

1 — **Strategic Action**

Implementing data-driven strategies

2 — **Business Cases**

Developing proposals based on analytics

3 — **Stakeholder Collaboration**

Working with decision-makers

4 — **Insight Translation**

Converting data to business value

This domain represents 19% of the exam content.

Exam Domain: Guide Organization Strategy

1

Digital Transformation

Analytics role in business evolution

2

Strategic Alignment

Connecting data to business goals

3

Data Culture

Building data-driven organizations

This domain represents 10% of the exam content.

Essential Study Resources

The IIBA Guide to Business Data Analytics is your primary resource. Supplement with the exam blueprint, study groups, practice exams, and recommended books.

Effective Study Strategies

1

Training Course

Take structured CBDA prep courses from Simplilearn, Adaptive US, or Udemy.

2

Practice Questions

Use sample exams from IIBA, Udemy, and BA-Cube to test your knowledge.

3

Study Groups

Join LinkedIn, Reddit, or IIBA groups to learn from peers.

4

Real-Life Application

Practice with Excel, Power BI, or Tableau on actual datasets.

Focus Areas for Success

Identify Research Questions: 20%

Prioritize this domain as it represents one-fifth of the exam content and focuses on formulating effective analytical questions.

Interpret and Report Results: 20%

Dedicate equal attention to mastering data visualization and storytelling techniques for this heavily weighted domain.
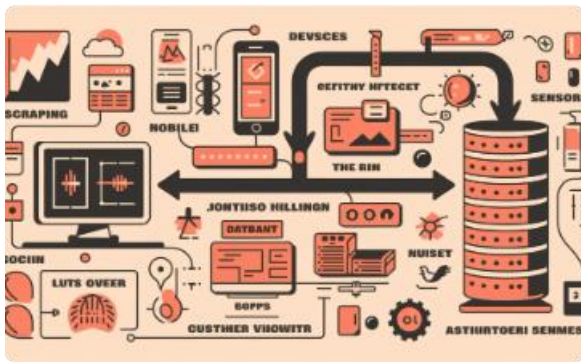

Influence Business Decisions: 19%

Focus on understanding how analytics drive strategic actions and business cases in this significant exam aea.

Analyze Data: 16%

Develop proficiency in analytical methods and statistical techniques for this substantial exam component.

Source Data: 15%

Build knowledge of data acquisition and management practices for this foundational exam domain.

Guide Organization Strategy: 10%

While representing the smallest portion, understand how analytics shapes business evolution and strategic alignment.

Allocate your study time proportionally to these percentages for optimal CBDA exam preparation. Focus on domains with higher weights to maximize your preparation effectiveness.

After Certification: Next Steps

Apply Your Skills

Start leveraging your new knowledge in data-driven projects at work.

Update Credentials

Add your certification to your resume and LinkedIn profile.
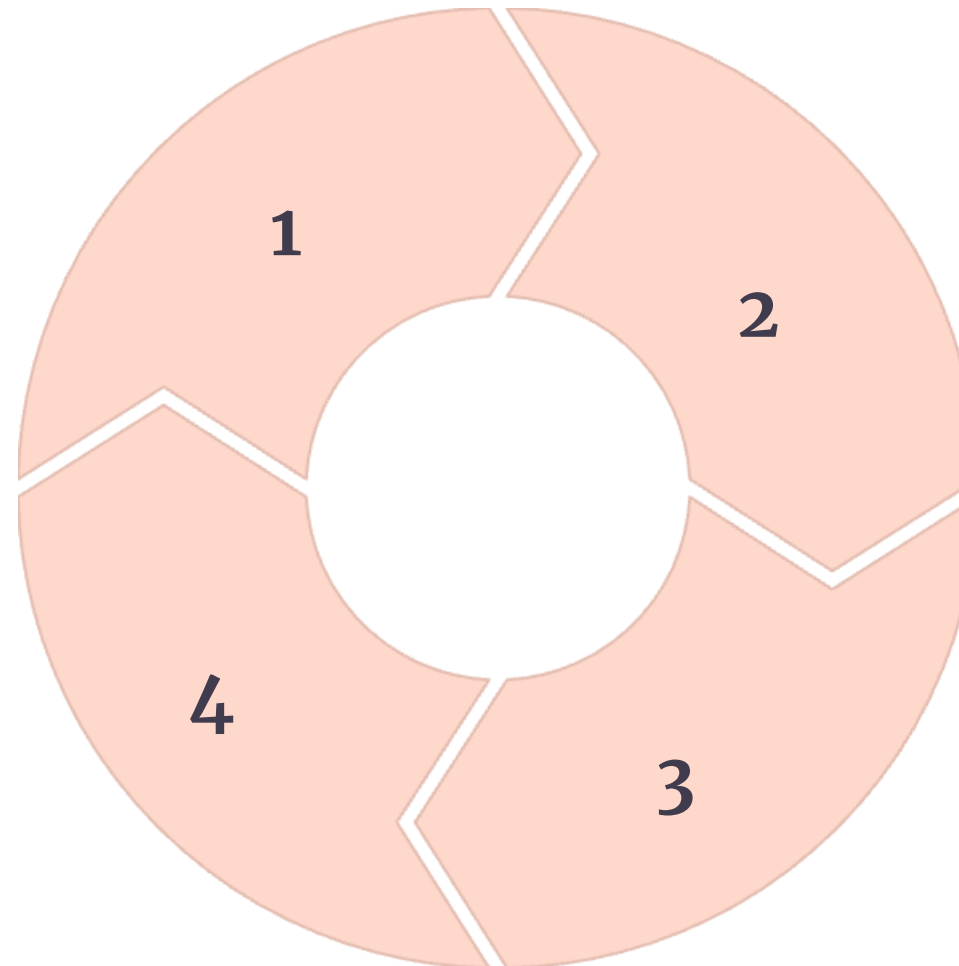

Consider Advanced Certifications

Explore higher credentials like CAP or Google Data Analytics Certificate.

Final Preparation Checklist

Review All Domains

Ensure complete coverage of the six exam areas

1

Take Practice Tests

Simulate exam conditions

2

Rest Before Exam

Be mentally prepared

4

Focus on Weak Areas

Address knowledge gaps

3

The CBDA certification is your gateway to standing out in business analysis and data analytics. With proper preparation, you'll be well-positioned to pass and advance your career.