dba

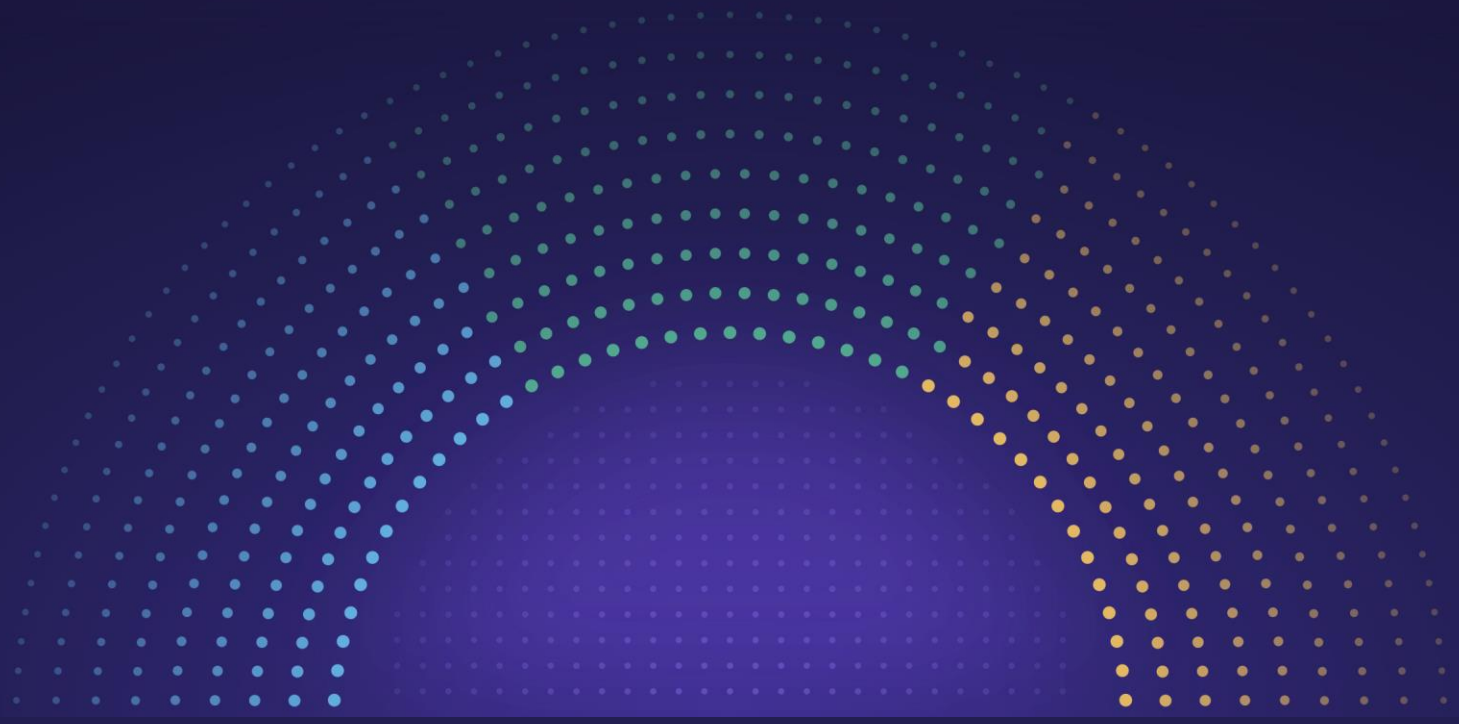
PROFESSIONAL CAREER TRAINING

THE DIGITAL BUSINESS ANALYST · CERTIFICATE PROGRAM · 2027 COHORTS

AI-Era Financial Business Analysis (AFBA)

The ***complete lifecycle of a modern business analyst*** in Canadian financial services, taught on real events and proven in a portfolio you can show.

Level 1 **BA Capability** Level 2 **FS Domain** Level 3 **Advanced Edge**



3	About 159	35	40
LEVELS, ANY ORDER	HOURS OF WORK	PORTFOLIO DELIVERABLES	SEATS PER COHORT

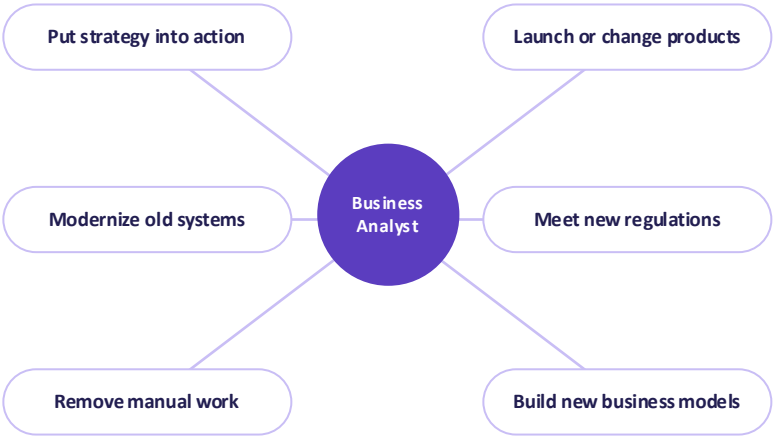
Next cohort starts January 11, 2027. thedigitalbusinessanalyst.com →

01 · OVERVIEW

Why Business Analysis? Why This Course?

Business analysis is the skill of turning what an organization wants into a change that works. It puts you at the centre of the projects that matter, and it stays useful from your first role to senior leadership or your own venture.

WHERE BUSINESS ANALYSTS MAKE THE DIFFERENCE



WHY COMPANIES KEEP HIRING BAs

Organizations change constantly.

Someone has to translate a goal into requirements, models and tests that many teams, systems and rules can actually deliver.

That translator is the business analyst.

The hard part, when you start from nothing, is learning the job efficiently from material that reflects real work.

That is what this program is built to do.

WHAT THE PROGRAM EQUIPS YOU WITH

Level 1

The Complete BA Capability

Workshops and interviews, requirements from first conversation to sign-off, process and data models, SQL, testing, and landing the change.

Level 2

Canadian Financial Services

How banks, lenders, wealth firms, payment systems and insurers work, who regulates them, and the trends behind today's projects.

Level 3

The AI-Era Ways of Working

Agile and Scrum delivery, AI that speeds up your work with every output checked, and a deliberate plan for your career.

- **Start from zero** — or build on the experience you have
- **A portfolio** — a hiring manager can open and question
- **Every tool is free** — nothing extra to buy, ever
- **Assessed by a practitioner** — Nav reads every portfolio himself

What this means for you
Whether this is your first look at business analysis or you already work near it, you can start here and leave with work youcan show.

Prefer to read online first? See the program on our website →

02 · WHO IT'S FOR

Who This Program Is For

You don't need a technical degree. You need curiosity about how organizations work, and the willingness to do the work.



Changing Careers

You bring business knowledge. The program adds the method, the vocabulary and the proof.



International Students

You get Canadian institutions, regulators & examples, and a portfolio that speaks before your resume does.



Already an Analyst

Take only the level that fills your gap, whether that's the craft, the domain or the AI-era toolkit.

ROLES THAT USE THESE SKILLS

- Business Analyst
- Business Systems Analyst
- Product Analyst
- Data Analyst
- Financial Analyst
- Digital Business Analyst
- Agile Or Scrum BA
- Business Intelligence Analyst
- Analytics Project Lead
- Management or Strategy Consultant

Representative roles. Titles and requirements vary by employer.

FIVE THINGS THAT SURPRISE PEOPLE NEW TO BUSINESS ANALYSIS

1. BA skills solve far more business problems than most people expect.
2. Nearly every change project needs someone doing business analysis, whatever their title.
3. You don't need a technology degree to do the job well.
4. Tools and AI raise the quality of your work, as long as you check what they produce.
5. How you present your work, in a portfolio, a résumé and a story, matters as much as the work.

From Nav's experience working with and hiring analysts.



"When I started my career, I was an entry-level operations analyst. I wanted to work on projects with real impact, not repetitive tasks."

"Once I discovered business analysis, learned it and got the chance to apply it on the job, ***my experience, my network and my opportunities grew in ways I hadn't expected.***"

Nav Badhan Founder, The Digital Business Analyst · Lead BA Expert

Not sure where you fit? Email us your background and we'll suggest a level →

03 · KEY TAKEAWAYS

What You'll Be Able To Do

Six capabilities, each one practised on a realistic case and kept in your portfolio as evidence.

01

Run a BA Engagement End to End

Elicit, define, model, analyse, test and land the change on a case built on a real event.

02

Write Documents That Survive Review

BRDs, functional specs, business rules, user stories and a traceability matrix linking every requirement to a test.

03

Model & Query The Data

BPMN process models, data models and SQL to profile, reconcile and explain real datasets.

04

Speak The Language Of Canadian Finance

Lending, wealth, capital markets, payments, insurance, risk and regulation, without needing a translator.

05

Deliver In Agile Teams, Using AI Well

Build and run a backlog in Jira and use AI at every stage with a verification log behind it.

06

Show It & Grow From It

Up to 3 assessed portfolios, credentials, 2 mock interviews with Nav and a career pack you keep.

HOW EVERY LESSON WORKS

1. Watch

A video lesson of up to 60 minutes: the question it answers, the teaching with jargon decoded, a demonstration on the case, and practitioner stories.

2. Read

Written notes: key points, worked examples, Nav's tips, glossary terms and a shelf of free references.

3. Build

Apply it to the case and build your part of a deliverable in your own Notion portfolio.

About 31% of your time is watching. The rest is reading, analysing and producing. Modules open one at a time, as you finish the one before.

WHERE YOU START, AND WHERE YOU FINISH

Evidence	A résumé with adjacent experience and no proof	→	**Up to 3 case study portfolios, a career pack and credentials**
Tooling	Spreadsheets. Has heard of SQL and Jira	→	**Writes SQL, models in BPMN, runs a Jira backlog, uses AI faster and safely**
Interviews	Describes a course when asked about a project	→	**Tells a case story: the problem, the constraint, the decision, the trade-off**

See the teaching style before you decide. Join a free Open Lab with Nav →

04 · THE LEARNING JOURNEY

Built From 200 BA Job Descriptions & Demand

Most BA courses either drill framework theory or drift into heavy technical skills. We started with a different question: what does the 2026 job market ask a business analyst to do, and what situations will you face on the job?

Framework memorization

Theory you can recite but have never applied. Little that a hiring manager can open.

Heavy technical training

Coding and architecture that most BA postings don't ask for. Python appeared in 15% of the 200 postings we read.

The AFBA program

What the job market asks for, practised on real events with messy inputs, and proven in a portfolio.

YOUR LEARNING JOURNEY, IN EVERY LEVEL

1

MEET THE CASE

Read a 3-page case built on a real event. Set up your Notion portfolio from the dba template.

2

LEARN THE METHOD

Watch each lesson and read its notes. Every term decoded, every method shown on the case.

3

DO THE WORK

Build 2 or 3 deliverables per module, with conflicting stakeholders, flawed data and real constraints.

4

PROVE IT

Pass open-book knowledge tests at 80%. Nav personally assesses your finished portfolio against a published rubric.

5

LAUNCH

Earn your badge and letter. Use 2 mock interviews, career services and the community.

CONTROL YOUR OWN PACE

The program is self-paced inside a cohort. You start with your cohort, then set your own weekly hours.

Levels can be taken in any order. Each one stands alone. Our only advice: take Level 1 before, or alongside, Level 3.

5 hours a week

Full program: about 32 weeks · Level 1: 13 to 14

10 hours a week

Full program: about 16 weeks · Level 1: about 7

20 hours a week

Full program: about 8 weeks

This design came from a real job market analysis. Read the free 200-posting report →

05 · PROGRAM MODULES

Level 1: BA Capability

LEVEL 1 · Business Analysis End to End

About 67 hours · 27 lessons · about 20 hours of video · 13 deliverables · $750

The business case: Meridian Trust, a federally regulated trust company whose small business onboarding grew faster than its financial crime controls. Built on two UK enforcement cases (Starling Bank, 2024, and Monzo, 2025) and moved to Canada.

M1.1 About 9 hours · 4 lessons

FOUNDATIONS AND STAKEHOLDER WORK

- Why companies pay for business analysis, and the cost of doing nothing
- The BA lifecycle, the Core Concept Model and the BABOK® Guide knowledge areas
- Finding every stakeholder: registers, power and interest grids, RACI
- Building credibility, listening and negotiating

M1.2 About 16 hours · 5 lessons

REQUIREMENTS AND DOCUMENTATION

- Requirement types and their documents: BRD, FRD, NFR and RTM
- Hands-on Jira and Confluence
- Elicitation that works: interviews, workshops, observation
- Epics, user stories, acceptance criteria and sign-off

M1.3 About 12 hours · 5 lessons

PROCESS AND DATA MODELLING

- Flowcharts, swimlanes, value streams and BPMN 2.0 in draw.io
- UML use case, activity and sequence diagrams
- As-is and to-be mapping with gap analysis
- Data models, data flows and API basics, explained plainly

M1.4 About 13 hours · 5 lessons

DATA ANALYSIS, TESTING AND VALIDATION

- Profiling data quality in Excel or Google Sheets
- SQL in a free browser sandbox: SELECT, WHERE, JOIN, GROUP BY
- Turning findings into a story a decision-maker acts on
- Test planning, requirements coverage and leading UAT

M1.5 About 12 hours · 5 lessons

DELIVERY & THE MERIDIAN TRUST CASE STUDY

- Go-live, transition requirements and rollback plans
- Change management and adoption, including ADKAR
- KPIs and the post-implementation review
- Your executive readout and finished portfolio

WHAT YOU'LL PRODUCE

- Stakeholder register and grid
- RACI matrix
- Business requirements document
- Functional spec and rules
- User stories and RTM
- Current state model
- Future state and gap analysis
- Data dictionary and data flow
- Data quality findings memo
- Test plan, cases and defects
- Go-live and change pack
- KPI plan and sponsor readout
- Finished portfolio

Every level opens with an orientation module (about 3 hours): the level map, the case and your Notion workspace.

Level 1 covers the BABOK® Guide knowledge areas tested in IIBA® core certifications. IIBA® and BABOK® are registered trademarks of International Institute of Business Analysis.

See Level 1 online →

06 · PROGRAM MODULES

Level 2: FS Domain

LEVEL 2 · Financial Services, End to End

About 55 hours · 23 lessons · about 16.5 hours of video · 13 deliverables · $360

The business case: Northline Financial, an alternative mortgage lender facing broker fraud, a regulator's allegations and a deposit run. Built on the public record of Home Capital Group, 2014 to 2017.

M2.1 About 8 hours · 4 lessons

THE CANADIAN FINANCIAL SYSTEM OVERVIEW

- Who the institutions are, from Bank Act schedules to credit unions
- The regulators: OSFI and its guidelines, and who else sets the rules
- How an institution makes money: balance sheets and margins
- Career paths and where BAs work

M2.2 About 10 hours · 4 lessons

RETAIL BANKING AND COMMERCIAL LENDING

- Everyday products: chequing, savings, GICs and CDIC coverage
- The end-to-end credit lifecycle and loan origination systems
- How mortgages are amortized and adjudicated
- Core banking systems and legacy modernization

M2.3 About 11 hours · 4 lessons

WEALTH MANAGEMENT AND CAPITAL MARKETS

- Retail wealth: mutual funds, ETFs and advice
- Institutional asset management, mandates and portfolios
- Equities and fixed income in primary and secondary markets
- The trade lifecycle and straight-through settlement

M2.4 About 10 hours · 4 lessons

PAYMENTS MODERNISATION & FINTECH DISRUPTION

- How money moves between Canadian institutions today
- The Real-Time Rail and ISO 20022 data
- Consumer-driven (open) banking
- Fintechs, digital wallets and the Retail Payment Activities Act

M2.5 About 11 hours · 4 lessons

INSURANCE, RISK MANAGEMENT AND COMPLIANCE

- How insurers price risk: life, health, property and casualty
- Anti-money laundering and FINTRAC obligations
- Enterprise risk: credit, market, liquidity and operational
- Cybersecurity, privacy and OSFI technology guidance

WHAT YOU'LL PRODUCE

- Regulatory map
- Business model memo
- Origination process model
- Adjudication decision tables
- Broker scorecard requirements
- Funding analysis
- Liquidity options paper
- Disclosure controls note
- Payment flow trace
- Direct-channel requirements and ISO 20022 mapping
- Risk register and heat map
- Fraud and AML control requirements
- Board readout and finished portfolio

Skipped Level 1? The orientation module gives you the BA toolkit you need for Level 2.

See Level 2 online →

07 · PROGRAM MODULES

Level 3: Advanced Edge

LEVEL 3 · Agile Delivery, AI for Business Analysts, and Career Strategy

About 37 hours · 18 lessons · about 12.5 hours of video · 9 deliverables · $360

The business case: Aurora Wealth, a wealth manager putting generative AI in its advisors' hands while regulators scrutinize how client communications are recorded. Built on Morgan Stanley Wealth Management's AI rollout (2023 to 2024) and the 2022 US recordkeeping fines.

M3.1 About 11 hours · 5 lessons

AGILE & SCRUM FOR BUSINESS ANALYSTS

- Agile in regulated organizations
- Scrum roles, events and artifacts
- Story mapping and building a backlog
- Refinement, definitions of ready and done, and running sprints in Jira

M3.2 About 12 hours · 5 lessons

AI FOR BUSINESS ANALYSTS NEW

- How generative AI works, enough to use it well
- Prompting for analysis: role, context and constraints
- AI across the BA lifecycle and in your writing
- Protecting data, verification logs and governing an AI feature

M3.3 About 10 hours · 5 lessons

CAREER STRATEGY: HIRED, EXCELLING AND GROWING

- Positioning, your résumé and your LinkedIn profile
- A weekly job search system, including referrals
- Winning interviews with a STAR story bank
- Your first 90 days and where the career goes next

WHAT YOU'LL PRODUCE

- Story map and backlog
- Sprint plan with definitions of ready and done
- Sprint review and retrospective pack
- Prompt library
- AI feature requirement specification
- AI use case assessment and verification log
- Career pack
- STAR story bank and 90-day plan
- Recorded executive readout and finished portfolio

FREE TOOLS YOU'LL USE ACROSS THE PROGRAM – ALIGNED TO JOB REQUIREMENTS

- **Notion** — your portfolio
- **Microsoft 365 or Google Workspace** — documents and sheets
- **Draw.io** — BPMN, UML and data models
- **Browser SQL sandbox** — queries on case data
- **Jira and Confluence** — free plans
- **Looker Studio or Excel** — dashboards
- **Figma free plan** — wireframes
- **Free AI assistant tier** — every Level 3 exercise fits

Not required: Visio, Lucidchart, Power BI, Tableau or Python. We explain the paid tools employers name, so you can discuss them in an interview without buying them.

See Level 3 online →

08 · INDUSTRY RELEVANCE

Built From 200 Live Job Postings

Between July and September 2026, we read 200 live BA postings in Canadian financial services. If a skill appeared materially, it is in the program, and you can see exactly were.

200
live postings, read in full

15%
open to junior candidates

70%
hybrid roles

45%
based in Toronto

WHAT EMPLOYERS ASKED FOR	SHARE OF THE 200 POSTINGS	WHERE AFBA TEACHES IT
Elicitation	95%	M1.2
Stakeholder management	92%	M1.1
Jira and Confluence	90%	M1.2, M3.1
Agile user stories*	88%	M1.2, M3.1
Process maps (BPMN 2.0)	82%	M1.3
Advanced Excel	80%	M1.4
SQL	78%	M1.4
BRD and FRD†	78%	M1.2
UAT	70%	M1.4
Financial product knowledge	65%	M2.2, M2.3
Data mapping	65%	M1.3, M2.4
Change management	65%	M1.5
Regulatory knowledge	55%	M2.1, M2.5
APIs and JSON	45%	M1.3
Python or R	15%	*Not taught, by design*

* of agile-delivery postings † of traditional-delivery postings. Full method and limits in the free report.

What this means for you
Your study time goes to the skills employers name most, and nothing that only pads a syllabus.

Want the full analysis? Read the free 7-page report →

09 · THE dba FRAMEWORK

How The Whole Program Fits Together

One goal at the top, three levels beneath it, all resting on the same way of teaching, assessing and supporting you.

THE GOAL

Be capable of holding a BA seat in a Canadian financial institution and be able to prove it before you're hired.

LEVEL 1 — BA Capability

Meridian Trust case

M1.1 Foundations and stakeholders
M1.2 Requirements and documentation
M1.3 Process and data modelling
M1.4 Data, testing and validation
M1.5 Delivery and change

2 knowledge tests · 1 portfolio

LEVEL 2 — FS Domain

Northline Financial case

M2.1 The Canadian financial system
M2.2 Retail banking and lending
M2.3 Wealth and capital markets
M2.4 Payments and fintech
M2.5 Insurance, risk and compliance

2 knowledge tests · 1 portfolio

LEVEL 3 — Advanced Edge

Aurora Wealth case

M3.1 Agile and Scrum
M3.2 AI for business analysts
M3.3 Career strategy

1 knowledge test · 1 portfolio

HOW YOU LEARN

Problem-based learning on a real event | Watch, read, build in every lesson | Modules open one at a time | 3 questions per module

EIGHT PRINCIPLES

1. Do the job, then learn its name
2. Every module ends in real work
3. The messy version is the real one
4. Plain language is a skill
5. Frameworks are tools
6. Soft skills are trained
7. AI with a safety guard
8. The portfolio is the proof

HOW YOU'RE ASSESSED

Open-book knowledge tests at 80% control progress | Your Notion portfolio is 100% of the grade, pass or fail, scored by Nav on a published 5-part rubric

WHAT SUPPORTS YOU

Free tools only | Career services and 2 mock interviews after 2 main modules | A permanent community | A cohort of up to 40

WHAT YOU LEAVE WITH

A dba Certified badge and stamped letter for each level you pass | The AI-Era Financial Business Analyst Professional Certificate for all three | A Notion portfolio you own

Explore the program in detail →

10 · WHAT YOU EARN

Proof You Can Show

Credentials are earned by a passing portfolio, never by attendance. Each one names you, the level and the work behind it.

YOUR SHAREABLE CREDENTIALS

Issued when you pass a level







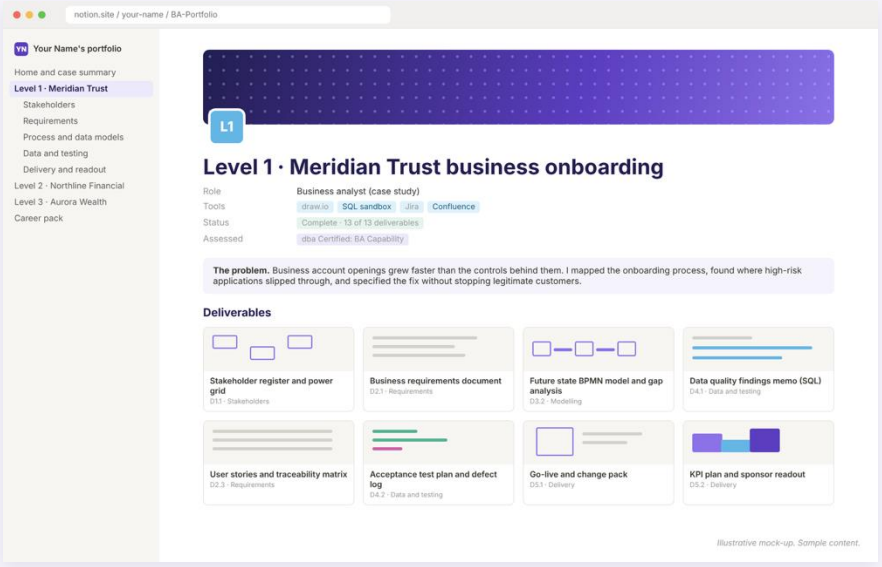
Issued when you pass all three levels



Issued when you pass any level or complete the full course



YOUR SHAREABLE NOTION PORTFOLIO: A LINK A HIRING MANAGER CAN OPEN



You build every deliverable in your own Notion workspace from the dba template and share it with one link. It stays yours after the program. Illustrative mock-up with sample content.

HOW IT'S ASSESSED

Accuracy and correctness **25 pts**

Completeness and traceability **20 pts**

Analysis and judgement **25 pts**

Communication **20 pts**

Professional presentation **10 pts**

To pass: 70 or more out of 100, no dimension below half its points, and every required deliverable present. Your score stays private. Credentials show only that you passed.

dba credentials are issued by dba. They are not IIBA® certifications or academic credentials.

See how credentials work →

11 · INVESTMENT AND DATES

Price, Dates & Answers To Your Top Questions

Prices are the same whether you buy one level at a time or all three at once. There are no deposits and no hidden software costs.

	HOURS	REGULAR	FIRST 14 DAYS (19% OFF)	3 PAYMENTS OF
Level 1: BA Capability	67	$750	**$607.50**	$250
Level 2: FS Domain	55	$360	**$291.60**	$120
Level 3: Advanced Edge	37	$360	**$291.60**	$120
Full Program (All Three Levels)	**159**	**$1,470**	**$1,190.70**	**$490**

Monthly payments shown at regular prices, with no plan fee. Invoices issued automatically; an employer reimbursement pack (syllabus, hours, outcomes) is available. One scholarship per cohort at 70% off, applications in the first 14 days.

No hidden fees, no additional fees, and no in-program purchases. One-time purchase gets you access to everything you need to succeed in your career journey!
No questions asked 100% full refund upon request within 14 days and have completed less than 20% of the course.

2027 COHORTS

Up to 40 students per cohort. The early price runs for 14 days from each opening date.

JAN 11	MAR 11	MAY 11	JUL 11	SEP 11	NOV 11
OPENS NOV 15, 2026	OPENS FEB 15	OPENS APR 15	OPENS JUN 15	OPENS AUG 15	OPENS OCT 15

FREQUENTLY ASKED QUESTIONS

Do I need a technical background?

No. The program teaches everything from first principles and contains no programming. You'll learn SQL from the basics.

Do I have to start with Level 1?

No. Each level stands alone, in any order. We suggest taking Level 1 before, or alongside, Level 3.

Will this get me a job?

No course can promise that, and we don't. We promise the work, the feedback and a portfolio you can show.

Is this an IIBA® certification?

No. dba credentials are issued by dba. Level 1 covers the BABOK® Guide knowledge areas tested in IIBA® core certifications if you choose to sit one.

What do I need to buy?

Nothing beyond the program fee. A computer, a browser and Microsoft 365 or Google Workspace. Every other tool is free.

What if it's not for me?

Full refund within 14 days of enrolling if you've completed under 20% of the level's lessons. No questions asked.

How much personal attention will I get?

Nav reads and assesses every portfolio, runs both mock interviews and answers in the community. Cohorts are capped at 40.

What happens after I finish?

Your portfolio and credentials are yours to keep. The community stays open free. Course material stays available for $99 a year.

Another question? questions@thedigitalbusinessanalyst.com →

ABOUT THE DIGITAL BUSINESS ANALYST

Training Built For One Job In One Industry

dba is business analysis training built for the business analyst in Canadian financial services. You practise on real financial services events, you build a portfolio a hiring manager can open, and the practitioner who built the program reads it himself.

OUR MISSION

To prepare people for business analyst careers in Canadian financial services through practical, project-based learning that builds proven capability and demonstrable work.

WHAT WE STAND BY

Evidence over claims

Every claim about the market or the curriculum traces back to a source, including the 200-posting analysis.

Plain language always

Every term decoded the first time it appears. Clarity is a professional skill, and we teach it.

Real over ideal

Cases built on real events, with contradictions, data gaps and constraints that won't move.



Nav Badhan

Founder, The Digital Business Analyst · Lead BA Expert

A practitioner with over eight years across custody banking, market infrastructure, product management and capital markets consulting in Canada and the United States. He built every case, teaches every lesson and assesses every portfolio himself.

Prefer to start free? **Follow Nav's weekly breakdowns of real BA work →**

Education only. No job, salary, interview, exam or immigration outcome is guaranteed. Case studies use fictional companies based on public events. Prices in Canadian dollars plus applicable taxes. dba certifications are issued by The Digital Business Analyst and are not IIBA® certifications or academic credentials.

YOUR NEXT STEP

Start With One Level Or All Three

Enrolment for the first cohort opens November 15, 2026. Seats are capped at 40 so that every portfolio gets read properly. If you're unsure which level fits, email us your background first.

Apply now →

Cohort 1 starts January 11, 2027. 19% off in the first 14 days of enrolment, November 15 to 28.

Refer a friend →

Past and current students earn $75 when someone they refer completes the full program. Email us before they enrol.

Become an affiliate →

Creators and mentors earn $150 to $500 for each affiliate-coded student who completes the full program. By application.

Questions about the program? questions@thedigitalbusinessanalyst.com

thedigitalbusinessanalyst.com

THE SMALL PRINT, IN PLAIN LANGUAGE

The AI-Era Financial Business Analyst certificate program is an online education program offered by The Digital Business Analyst (dba). It builds practical skills and a portfolio of work. dba does not guarantee employment, interviews, salary levels, IIBA® exam results or any immigration outcome; results depend on each student's effort, background and the job market. Case studies use fictional companies based on public events. Prices in Canadian dollars plus applicable taxes and may change for future cohorts; refunds follow our Terms. Referral and affiliate payments follow the published program terms. IIBA® and BABOK® Guide are registered trademarks owned by International Institute of Business Analysis.

dba

Mastery, made effortless.