

Analytics & Business Intelligence for Finance Professionals

Using Data to Strengthen Competitive Advantage and Make Better Decisions

Introduction

The primary challenge for today's finance professional is to step up and support the value creation process by moving from a narrow reporting role to embrace and fully utilise the opportunities offered by today's Business Intelligence (BI) and Business Analytics (BA) systems. This Business Intelligence and Analytics for Finance Professionals training course will highlight how, in a world where firms face intense competition for both customers and investors. The tools and methods utilised by top-tier finance departments to deliver the crucial business insights C-Suite executives require for efficient data-driven decision management will be the main topics of this training course on data management and analytics.

This training session on Course N Carry will emphasise:

- The Finance Function's Crucial Role in the Twenty-First Century
- How to Make the Most of BI and BA Tools for Finance Professionals
- Enhancing business operations and performance with BI and BA
- Statistical Analysis and Forecasting: Principles and Practice
- Useful Information Visualisation and Infographics Skills
- Using Agile Techniques in the Development of BI and BA Systems

Objectives

In the context of data-driven decision management, this training course on business intelligence and analytics for finance professionals will explain and practically show how finance professionals can use these tools to maximise the information and insights provided to managers and senior executives.

Upon completion of this training programme, you will be able to:

- Place financial insights within the framework of enhancing business procedures.
- Utilise the analytics and business intelligence tools available.
- Create both monetary and non-monetary key performance indicators.
- Utilise predictive analytics tools and techniques.
- Create striking visuals for infographics and data visualisation.

Training Methodology

Using exercises, case studies, and real-world examples, this training course on business intelligence and analytics for finance professionals will be delivered in a highly interactive workshop format. Attendees will get the chance to gain hands-on experience creating business forecasts using predictive analytics and creating infographics and data visualisations using Excel.

Organizational impacts

The development and application of competencies and skills in critical areas of conveying crucial financial insights to decision-makers will benefit the organisation; benefits will be as follows:

- Increased knowledge of important metrics for business performance
- Improved financial insights through the full use of BI and BA systems
- Improved alignment between performance metrics that are financial and non-financial
- Upgraded infographics and data visualisation
- Increased knowledge of the contemporary Agile methods for developing systems
- Better outcomes through data-driven decision-making

Personal Impact

The following are some of the advantages that delegates will experience as a result of expanding their knowledge and using modern business intelligence and business analytics tools and techniques:

- The capacity to contextualise financial insights in relation to business performance and processes
- Current familiarity with cutting edge BI and BA tools and systems
- Practical knowledge of predictive analytics and statistical analysis
- Increased degrees of participation in managerial decision-making
- increased knowledge of the current Agile and Scrum methods for developing systems
- Techniques that work well for managing change and implementing systems

Who should attend?

The skills and effectiveness of any finance professional involved in financial planning, performance management reporting, or decision support in any organisation using contemporary enterprise resource planning systems supported by business intelligence and business analytics tools will be greatly enhanced by this training course on business intelligence and analytics for finance professionals.

A wide range of professionals can benefit from this Course N Carry training course, but the following are particularly noteworthy:

- Professionals in finance throughout the entire company
- Planning managers in the head office
- Teams for Forecasting and Budgeting
- Managers of Commercial Operations
- Strategic Business Partners in Finance

Course Outline

Day 1

Comprehending Business Procedures and Models

- Adding Value for Important Members of the Organisation
- The Function of the 21st-Century Financial Expert
- Organisational Structures and Procedures
- Enhancing Business Processes and Re-Engineering
- An Overview of Business Analytics and Business Intelligence
- An Overview of Data-Driven Decision Making (DDDM)
- Important Financial KPIs and Shareholder Value Generators
- Crucial Success Elements and Crucial Performance Indicators

Day 2

The Goals and Fundamentals of Business Analytics and Business Intelligence

- Putting in Place a Framework for Business Performance Management
- What Business Intelligence (BI) Is and Why It Matters
- The Past and Present
- BI System Features, Tools, and Terminology
- The Purpose and Definition of Business Analytics (BA)
- Comprehending Predictive and Descriptive Analytics
- BI and BA Tool Sources and Types

Day 3

Fundamentals of Predictive and Statistical Analytics

- Characterising Descriptive, Predictive, and Statistical Analytics

- Fundamentals of Probability and Distribution Theory
- Analysis of Time Series Data
- Forecasting and Trend Analysis with Moving Averages
- Using Linear Regression for Trend Analysis and Forecasting
- Using Excel's Monte Carlo Simulation for Analysis and Forecasting
- Forecasts and "what-if" analysis for predictive analytics

Day 4

Infographics and Data Visualisation for Finance Professionals

- Define Information, Data, and Insight
- Infographics vs Data Visualisation: A Comparison
- Utilising Graphs and Charts to Visualise Data
- Creating Infographics and Visuals for Users Who Are Not Financial
- Utilising Powerpoint and Excel for Data Visualisation
- Creating and Using Dashboards and Scorecards
- Useful Advice for Creating Excel Dashboards and Mashboards

Day 5

BI/BA: Putting Systems in Place and Handling Change

- A Flexible Method for Developing Systems
- Agile BI/BA Systems Design and Implementation: A Hands-on Guide
- The Significance of Immediacy
- Practical Actions for Bringing About Change
- Overcoming Change-Resistance