Understanding why Data Analytics is important for your organization

WHO SHOULD ATTEND?

Chief Financial Officers – Financial, Consolidation and Accounting Managers – Internal Auditors – Treasurers – Chartered Accountants, External Auditors – Bankers, Account Managers – Financial Analysts

Prerequisites: *this training does not require any particular prerequisite.*

OBJECTIVES

❯ Understand the importance of high-quality data and its business potentials by game-changing insights

❯ Get familiar with groundbreaking tools and their application domain

❯ Understand how data can revolutionize your efficiency in running your business (forecast and optimization)

WHY SHOULD YOU ATTEND?

❯ This course is a must-have step to understand data analytics in Finance. This one-day session will bring vocabulary, basics knowledge, discovery tools and will widen your perspective. At the end of the session, you will be able to define your own learning and development path in this new mandatory field of competency.

DETAILED CONTENT

❯ **From Big Data revolution to Data Analytics**
- Definitions: Big Data, Artificial Intelligence, Business Intelligence – Data Science and Data Scientist
- What is at stake? Players, economy and recent developments
- What is next for the future?

❯ **How can Data Analytics contribute to business operations?**
- From CRM to all dimensions of your company
- Recent steps in Finance

❯ **The major phases in data projects**
- What types of data? (structured and non-structured data)
- Collect – Analyze – Restitution (ETL tools)
- Key success factors in Data projects

❯ **Digital transformation and Finance function**
- Which difficulties: is managing data creating value?
- New roles

❯ **Discussion around various business cases in Finance**
- Robotic Process Automation (RPA)
- Descriptive analysis
- Root cause analysis (statistics)
- Communication and data viz (sharing information to take decision)
- Data modelling, simulation, and forecasting (predictive tools)

INSTRUCTIONAL APPROACH AND LEARNING ASSESSMENT

■ **Prior to the session:** self-assessment quiz for self-positioning and appraisal.

■ **During the session:** numerous illustrations and interactive presentations ensure knowledge acquisition throughout the training.

■ **After the session:** documentary inputs.
The trainer is available to answer any follow-up questions participants may have.

DURATION:	1 DAY
DATES*:	18/01/24
	21/05/24
	23/09/24
PRICE EXCL. VAT:	1 240 €

(*) Delivery method: face-to-face, subject to change according to your requests and/or health conditions.

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