Draw useful insights from your data

A self-help approach to making sense of the data under Excel

WHO SHOULD ATTEND?

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

Prerequisites: *it is recommended to have a solid statistics background as well as an advanced Excel level, for example by having attended "Exploring and analyzing a large amount of data (Excel advanced)" and "Master fundamental data based calculations - Introduction to AI algorithms" respectively page 63 and page 58.*

OBJECTIVES

- Understand how data science and artificial intelligence are contributing to better information and improving performance
- Translate raw data into useful information and insights on which business decision can be taken
- Have a first glance on analytical and predictive methods
- Apply to comprehensive user-cases based on real situations

WHY YOU SHOULD ATTEND?

- Do you intend to develop your own approach to Data Mining or have to answer business questions based on data analytics? Do your day-to-day decisions concern marketing, logistics, production management, human resources, cash or controlling?
  This accessible course is the cornerstone of Data Analytics for finance.

DURATION: **3 DAYS**

DATES*: **27-28-29/05/24**
11-12-13/12/24

PRICE EXCL. VAT: **2 750 €**

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

DETAILED CONTENT

- **Reminder: The basics of data project management: Starting with business problem understanding – Project management method (CRISP) – metrics**
- **Business modelling and optimization**
  - Data model in Excel
  - Linear and non-linear problems
  - Illustration based on 2 user-cases
- **Predictive modelling (based on data sets)**
  - Measuring the impact of business decisions (linear regression in Excel – business case: to which extent changing the selling prices impacts sales volumes)
  - Answering a business question based on variables (logistic regression – business case: spotting wrong postings in your accounting)
  - Creating meaningful groupings in business (categories, segmentation, classification tree) – hierarchical and non-hierarchical methods – business case in Excel on retail shops performance based on features
  - Qualitative prediction based on text information (Bayes model – Illustration on project delay early identification through emails analyses)
  - Building quantitative forecasts (moving average, exponential smoothing) and checking the reliability – application to a business case
- **Conclusion: assess the quality of your outputs, challenge your results and loop back on the original business problem.**

INSTRUCTIONAL APPROACH AND LEARNING ASSESSMENT

- **Prior to the session:** synthetic fact sheets are provided on each topic
- **During the session:** constantly switching between theoretical developments, illustrations and practical cases, the content is scripted in several phases in an attractive and interactive format.
  These numerous exchanges ensure skills acquisition throughout the training.
- **After the session:** participants keep the entire set of Excel models for reference and further usage. The trainer is available to answer any follow-up questions participants may have.

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