MERCURY

Financial Analysis & Modeling Training Course

25 – 29 October 2027
Casablanca (Morocco)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 16107_1068549 **Date:** 25 – 29 October 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

The Financial Analysis and Modeling training course equips finance professionals with the essential skills to interpret financial data and build robust models to support strategic decisions. Participants will develop expertise in financial statement modeling, forecasting, and scenario analysis to support corporate planning.

The Financial Analysis and Modeling course emphasizes integrating theoretical frameworks with practical financial modeling exercises. Attendees will enhance their analytical thinking and gain proficiency in Excel-based modeling for real-world applications. It covers investment financial modeling, risk assessment, and corporate financial analysis.

Professionals will learn to perform valuation modeling for businesses and projects. This Financial Analysis and Modeling program provides insights into advanced financial modeling techniques and forecasting methods. Graduates will leave confident in their ability to apply structured financial models for decision-making and business valuation.

Targeted Groups:

This Financial Analysis & Modeling training targets professionals seeking knowledge and skills:

- Financial analysts are aiming to refine modeling techniques.
- Accountants and auditors transitioning to strategic roles.
- Investment professionals seeking valuation modeling expertise.
- Corporate finance managers manage budgets and forecasts.
- Risk managers evaluate financial stability scenarios.
- Consultants performing structured financial assessments.
- Business analysts interpret complex financial data.
- Entrepreneurs assessing project and business feasibility.
- Project finance officers reviewing investment proposals.
- Senior finance professionals aiming for upskilling.

Course Objectives:

Participants will achieve the following objectives by completing the Financial Analysis & Modeling course:

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- Understand core concepts in financial analysis and modeling.
- Interpret and analyze financial statements accurately.
- Evaluate profitability, liquidity, and solvency metrics.
- Construct dynamic financial models using Excel.
- Develop forecast models for revenues, costs, and cash flows.
- Apply scenario analysis and stress testing for planning.
- Perform valuations using DCF, multiples, and investment models.
- Integrate financial metrics to support strategic decisions.
- Validate assumptions using historical data and market insights.
- Build comprehensive, integrated financial statement models.
- Present analytical findings to stakeholders effectively.
- Audit, troubleshoot, and ensure model integrity.
- Link modeling outputs to real-world business scenarios.
- Prepare scalable and adaptable financial models.
- Summarize analyses for strategic recommendations.
- Apply structured thinking for dashboards and reporting.

Targeted Competencies:

Participants will gain the following competencies during the Financial Analysis & Modeling program:

- Interpreting financial data for informed decisions.
- Constructing and structuring financial models professionally.
- Performing scenario and sensitivity analyses.
- Applying advanced forecasting techniques.
- Enhancing Excel proficiency for modeling tasks.
- Conducting investment and business valuation modeling.
- Identifying risks through financial indicators.
- Communicating financial insights clearly.
- Integrating financial outcomes into strategic planning.
- Building models adaptable to corporate finance needs.
- Troubleshooting and auditing financial models.
- Applying financial metrics for planning and performance tracking.

Studying Scenarios:

In this Financial Analysis & Modeling training, participants develop skills through the following scenarios:

- Building cash flow forecasts for operational planning.
- Valuing projects using DCF and multiple approaches.
- Performing stress testing under uncertain conditions.
- Creating budgets with rolling forecast adjustments.
- Modeling mergers, acquisitions, and corporate restructuring.
- Assessing investment proposals and financial viability.
- Developing dashboards for strategic reporting.

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Course Content:

Unit 1: Foundations of Financial Analysis

- Introduction to financial analysis and modeling principles.
- Understanding financial statement components.
- Calculating key profitability, liquidity, and efficiency ratios.
- Evaluating financial health using trend analysis.
- Benchmarking performance against peers.
- Identifying business strengths and weaknesses.
- Applying corporate financial analysis techniques.
- Best practices for documenting financial insights.
- Reviewing case studies for real-world context.

Unit 2: Financial Modeling Techniques and Best Practices

- Overview of the financial modeling lifecycle.
- Structuring models for accuracy and clarity.
- Linking income statements, balance sheets, and cash flows.
- Building assumptions and input sheets efficiently.
- Ensuring model integrity and error prevention.
- Developing flexible, scalable financial models.
- Using Excel functions for advanced modeling calculations.
- Integrating time series and forecasting tools.
- Creating dashboards to summarize model outputs.
- Applying practical financial modeling skills in exercises.

Unit 3: Forecasting and Budgeting Models

- Understanding revenue drivers and cost behavior.
- Top-down and bottom-up forecasting techniques.
- Constructing operating and capital expenditure forecasts.
- Modeling cash flows with scenario planning.
- Performing budget variance analysis.
- Rolling forecasts for ongoing performance tracking.
- Stress testing assumptions under uncertainty.
- Leveraging historical trends for predictive modeling.
- Preparing consolidated budgets and financial reports.
- Applying financial modeling for corporate finance decisions.

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Unit 4: Valuation and Investment Modeling

- Introduction to valuation methodologies.
- Step-by-step discounted cash flow modeling.
- Terminal value and sensitivity analysis applications.
- Applying market multiples and comparable company analysis.
- Estimating the cost of capital and WACC.
- Investment appraisal using NPV, IRR, and payback period.
- Scenario modeling for capital projects and M&A.
- Real options and risk-adjusted valuation techniques.
- Building decision trees for investment outcomes.
- Financial modeling for business valuation projects.

Unit 5: Advanced Applications and Case-Based Modeling

- Integrating financial analysis with strategic planning.
- Case study: modeling business expansion opportunities.
- Case study: evaluating distressed assets.
- Modeling leveraged buyouts LBOs and financing structures.
- Financial modeling for startups and potential pitfalls.
- Sector-specific modeling: real estate, retail, and tech.
- Identifying and correcting common modeling errors.
- Presenting models effectively to executives.
- Automating model updates with introductory VBA.
- Applying advanced financial analysis for decision support.

Final Insights & Key Takeaways:

This Financial Analysis & Modeling Training Course empowers professionals to become strategic decision-makers through practical financial modeling and analysis. Participants gain advanced skills in forecasting, valuation, and scenario planning. Mastery of Excel-based models enhances their ability to adapt to complex challenges in corporate finance. The course bridges financial theory and real-world applications to support effective business strategy.