MERCURY

Financial Data Analysis Training Course

9 – 13 August 2027
Nairobi (Kenya)



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

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Ref: 16119_1068676 **Date:** 9 – 13 August 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction

The Financial Data Analysis training course strengthens professionals' ability to read, interpret, and evaluate financial information with confidence. It provides a clear foundation in financial statement analysis methods and shows how financial figures support business planning and control. It develops a practical understanding of financial data analysis techniques that help participants recognize patterns, measure performance, and identify risk. This course supports data-driven financial decision-making by linking numbers to real business outcomes.

Participants will learn how to interpret financial reports, compare trends, and assess performance across different periods and operating conditions. The Financial Data Analysis program places a strong emphasis on financial ratio analysis and interpretation, cash flow evaluation, and financial forecasting. It highlights financial reporting analysis techniques that improve clarity, accuracy, and professional judgment. Learners will apply a strategic financial analysis process that supports effective analysis, reporting, and decision-making in corporate environments.

Targeted Groups

This Financial Data Analysis training targets professionals seeking knowledge and skills:

- Accountants in public and private organizations.
- Financial analysts and planning staff.
- Reporting and compliance officers.
- Budgeting and forecasting professionals.
- Internal and external auditors.
- Data analysts in finance teams.
- Financial managers and supervisors.
- Graduates in accounting and finance.
- Professionals seeking stronger business financial data interpretation.
- Candidates preparing for finance leadership roles.

Course Objectives

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

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- Identify the main components of financial statements with accuracy.
- Apply financial statement analysis methods to evaluate business health.
- Interpret liquidity, profitability, and efficiency indicators.
- Use financial ratio analysis to interpret and compare performance.
- Analyze trends through horizontal and vertical review.
- Evaluate cash flow patterns and working capital strength.
- Apply financial forecasting and analysis to future planning.
- Use corporate financial analysis tools to improve insight.
- Build financial performance analysis models to support decision-making.
- Support data-driven financial decision-making in practical cases.
- Develop business financial data interpretation skills for reports.
- Strengthen the strategic financial analysis process thinking.
- Recognize financial risk data analysis signals early.
- Produce clear and useful financial reporting analysis techniques.
- Link financial results to strategic and operational decisions.

Targeted Competencies

Participants will gain the following competencies during the Financial Data Analysis program:

- Strong command of accounting data analysis methods.
- Practical use of advanced financial analytics techniques.
- Effective reading of the financial KPIs analysis framework.
- Accurate interpretation of financial trend analysis methods.
- Confidence in financial ratio review and benchmarking.
- Ability to work with data analytics in corporate finance.
- Skill in preparing concise analytical conclusions.
- Capability to translate data into management insight.

Studying Scenarios

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

- Reviewing annual statements to detect performance shifts.
- Comparing quarterly results to identify trend changes.
- Assessing liquidity pressure before financing decisions.
- Evaluating margin decline and operational inefficiency.
- Testing investment financial data analysis assumptions.
- Preparing a report for strategic planning discussion.

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Course Content

Unit 1: Foundations of Financial Data Analysis

- Understand the purpose of Financial Data Analysis in modern organizations.
- Examine the role of financial data in management judgment.
- Identify income statement, balance sheet, and cash flow statement components.
- Distinguish between accounting records and analytical interpretation.
- Recognize how financial information supports planning and control.
- Review the logic behind financial data analysis techniques.
- Explore the meaning of profitability, liquidity, solvency, and efficiency.
- Apply basic business financial data interpretation to simple cases.
- Understand how operating conditions influence financial results.
- Use introductory corporate financial analysis tools for structure and review.

Unit 2: Financial Statement Analysis Methods

- Study the core principles of financial statement analysis methods.
- Apply horizontal analysis to detect growth, decline, and movement.
- Use vertical analysis to compare internal composition within one period.
- Interpret year-to-year changes through financial trend analysis methods.
- Detect unusual patterns that require deeper review.
- Compare current results against earlier reporting periods.
- Identify structural shifts in assets, liabilities, and equity.
- Connect changes in statements to operational and market developments.
- Avoid common errors in financial reporting analysis techniques.
- Strengthen reading accuracy through structured statement comparisons.

Unit 3: Ratios, KPIs, and Performance Models

- Explain the purpose of financial ratio analysis interpretation.
- Analyze liquidity ratios such as the current ratio and quick ratio.
- Measure profitability through margin and return indicators.
- Review efficiency through turnover and asset usage indicators.
- Assess leverage and capital structure with relevant metrics.
- Benchmark ratios against peers and internal targets.
- Build a financial KPIs analysis framework for review.
- Develop financial performance analysis models for consistent evaluation.
- Link ratio movements to management decisions and risk exposure.
- Use advanced financial analytics techniques to deepen performance insight.

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Unit 4: Cash Flow, Forecasting, and Risk Review

- Examine the cash flow statement structure and logic.
- Separate operating, investing, and financing cash movements.
- Identify the sources and uses of cash in the business cycle.
- Evaluate liquidity strength through cash-based analysis.
- Compare accounting profit with actual cash generation.
- Apply financial forecasting and analysis to expected outcomes.
- Use historical patterns to estimate future financial behavior.
- Explore financial risk data analysis in uncertain conditions.
- Apply spreadsheet-based scenario planning to decision cases.
- Support planning with data analytics in corporate finance.

Unit 5: Reporting, Decision Support, and Strategic Application

- Organize findings into clear financial reporting analysis techniques.
- Present analysis results with structure, logic, and precision.
- Translate findings into recommendations for management action.
- Connect results to budget, investment, and performance priorities.
- Strengthen the strategic financial analysis process from data to decision.
- Use charts and summaries to improve report clarity.
- Apply data-driven financial decision-making in business situations.
- Compare alternatives using evidence from financial analysis.
- Demonstrate investment financial data analysis in practical cases.
- Consolidate insight into professional reports that support planning.

Final Insights & Key Takeaways

Financial Data Analysis gives professionals a disciplined way to convert raw numbers into meaningful business insight. It strengthens the ability to evaluate performance, identify risks, and explain results clearly. The course integrates financial statement analysis methods, financial ratio analysis interpretation, and financial forecasting and analysis into a single practical framework. Participants leave with stronger judgment, better reporting discipline, and more confident decision support skills.