MERCURY

Business Analysis and Financial Statistics Training Course

21 – 25 June 2027
Geneva (Switzerland)



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Business Analysis and Financial Statistics Training Course

Ref: 15972_1081429 **Date:** 21 – 25 June 2027 **Location:** Geneva (Switzerland) **Fees:** 6500 Euro

Introduction to Business Analysis and Financial Statistics:

The Business Analysis and Financial Statistics training course equips professionals with the fundamental business analysis skills needed to interpret and analyze both business and financial data effectively. It focuses on essential business analysis techniques, such as SWOT and PESTLE analysis, alongside methodologies for collecting and organizing data. Participants will enhance their business analysis process by mastering financial analysis tools and statistical techniques.

Participants will learn how business analysis facilitates improved decision-making capabilities. This Business Analysis and Financial Statistics course will allow professionals to understand and implement the advantages of business analysis and improve overall profitability and efficiency. They will understand how business analysis tools and techniques are incorporated, ensuring they are well-prepared to optimize financial strategies.

The Business Analysis and Financial Statistics training course provides an understanding of business analysis fundamentals and financial statistics to enhance decision-making. Participants will explore business analysis training covering business analysis methods, business analysis techniques, and business analysis tools and techniques to develop effective business analysis solutions.

This Business Analysis and Financial Statistics course delves into business analysis and its process, emphasizing its advantages and role in financial decision-making. Through practical exercises, learners will strengthen their business analysis skills, apply business financial analysis, and understand financial analysis for business using key business analysis tools.

Participants in the Business Analysis and Financial Statistics program will learn about business analysis strategy and the benefits of business analysis that drive organizational success. They will also gain insight into financial statistics, its application in financial assessments, and its definition, enabling a clearer understanding of data-driven business insights.

Targeted Groups:

This Business Analysis and Financial Statistics training course is designed for:

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- Business Analysts and Consultants seeking business analysis training.
- Financial Analysts and Accountants focused on business financial analysis.
- Project Managers and Decision-Makers interested in business analysis solutions.
- Professionals in Business Intelligence and Data Analysis enhancing business analysis skills.
- Entrepreneurs and Small Business Owners exploring business analysis benefits.
- Financial planners and budget managers utilize financial statistics.
- Individuals pursuing careers in financial modeling and analysis understand the definition of business analysis.
- Executives and senior managers are involved in strategic decision-making by employing a business analysis strategy.
- Professionals aiming to enhance their business analysis fundamentals.

Course Objectives:

Upon completing the Business Analysis and Financial Statistics course, participants will be capable of:

- Understand the fundamentals of business analysis and its methodologies.
- Learn to collect, clean, and organize both qualitative and quantitative data.
- Develop the ability to gather high-quality data from multiple sources for analysis.
- Gain proficiency in statistical tools for business and financial data analysis.
- Enhance the ability to interpret financial data and identify actionable insights.
- Master financial metrics and key financial statements.
- Assess the financial health and performance of a business using financial indicators.
- Create accurate financial forecasts and budgets to guide decision-making.
- Learn how statistical analysis and financial modeling support risk management.
- Develop the skills to use software tools for financial modeling and data visualization.
- Perform financial statement analysis and evaluate business performance.
- Apply ratio analysis and other techniques to assess financial statements.
- Recommend improvements to enhance business efficiency and profitability.
- Increase the ability to identify and analyze business problems.

Targeted Competencies:

At the end of this Business Analysis and Financial Statistics training, the participant's competencies will:

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- Business Analysis Methodologies SWOT, PESTLE, Root Cause Analysis.
- Data Collection, Cleaning, and Organization.
- Qualitative and Quantitative Data Analysis.
- Financial and Business Data Interpretation.
- Statistical Analysis and Tools Proficiency.
- Financial Metrics and Statement Understanding.
- Financial Health Assessment and Performance Evaluation.
- Financial Forecasting and Budgeting.
- Decision-Making and Risk Management through Financial Modeling.
- Use of Software Tools for Financial Analysis and Data Visualization.
- Ratio Analysis, Vertical and Horizontal Financial Analysis.
- Business Efficiency Optimization and Cost Reduction.
- Problem Identification and Business Solutions Development.

What is a Business Analysis?

Understanding business analysis definition and its methods is paramount for professionals aiming to optimize organizational processes. Business analysis involves assessing needs, identifying business solutions, and ensuring that the solution delivers value. It is a systematic approach to improving efficiency, making informed decisions, and driving strategic initiatives within an organization. This Business Analysis and Financial Statistics course intensively covers the what and how of business analysis to maximize its advantages for students' career progressions.

Course Content:

Unit 1: Introduction to Business Analysis and Key Methodologies:

- Understand the role of a business analyst in an organization.
- Learn the key activities performed by business analysts.
- Explore the methodologies used in business analysis: SWOT, PESTLE, and root cause analysis.
- Analyze how business analysis aids decision-making and problem-solving.
- Apply SWOT analysis to assess strengths, weaknesses, opportunities, and threats.
- Use PESTLE analysis to examine political, economic, social, technological, legal, and environmental factors.
- Implement root cause analysis to identify underlying issues in business problems.
- Learn how to document and present findings clearly to stakeholders.

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Unit 2: Data Collection, Cleaning, and Organization:

- Develop the ability to collect both qualitative and quantitative data.
- Learn techniques to ensure data accuracy and relevance for analysis.
- Understand the importance of data cleaning to remove inconsistencies or errors.
- Organize data in structured formats for easier analysis.
- Explore various data collection methods such as surveys, interviews, and databases.
- Learn how to handle missing or incomplete data to maintain analysis integrity.
- Identify and eliminate bias in data collection to ensure objectivity.
- Gain skills in using spreadsheets and databases to organize data efficiently.

Unit 3: Financial Metrics, Statements, and Performance Evaluation:

- Develop a comprehensive understanding of key financial statements: balance sheet, income statement, and cash flow statement.
- Learn how to read and interpret each financial statement.
- Understand key financial metrics such as ROI Return on Investment, ROE Return on Equity, and profitability ratios.
- Use financial statements to evaluate the performance of a business.
- Learn how to assess the financial health of a business through financial indicators.
- Study vertical and horizontal analysis techniques for financial statement evaluation.
- Perform ratio analysis to understand liquidity, profitability, and efficiency.
- Apply performance evaluation tools to make data-driven business decisions.

Unit 4: Statistical Analysis and Financial Modeling:

- Gain proficiency in statistical tools and techniques for data analysis.
- Understand the use of regression analysis, hypothesis testing, and forecasting methods.
- Learn how to build financial models for business planning and decision-making.
- Use statistical tools to identify trends and patterns in financial and business data.
- Understand how to model financial scenarios and test assumptions.
- Learn how financial models can support risk management and long-term business strategies.
- Utilize software tools such as Excel, R, or Python for financial modeling and data analysis.
- Automate the analysis process to increase efficiency and reduce errors.

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Unit 5: Financial Forecasting, Budgeting, and Decision-Making:

- Learn how to create financial forecasts to guide business planning.
- Understand how to build budgets that reflect business objectives and resource allocation.
- Use forecasting techniques to anticipate future financial conditions and performance.
- Explore the importance of scenario planning and stress testing in financial forecasting.
- Understand how financial forecasts and budgets help mitigate potential risks.
- Develop the ability to make data-driven decisions based on financial forecasts.
- Learn how to adjust budgets in response to changing business conditions.
- Use financial indicators to monitor progress and adjust business strategies accordingly.
- Recommend actions to improve business efficiency, reduce costs, and maximize profitability.