MERCURY

Business Intelligence & Analytics for Finance Professionals Training

18 – 22 January 2027
Madrid (Spain)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Business Intelligence & Analytics for Finance Professionals Training

Ref: 15054_1083708 **Date:** 18 – 22 January 2027 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction:

This business intelligence and analytics course will highlight how, in a world where firms face intense competition for customers and investors, the key challenge for today's finance professionals is to step up and support the value-creation process by moving from a narrow reporting role to embrace and exploit the full opportunities provided by today's Business Intelligence BI and Business Analytics BA systems.

This business intelligence and analytics training will focus on the tools and techniques used by world-class finance functions to provide the critical business insights C-Suite executives need for effective data-driven decision management.

Financial Decision-Making with BI & BA Solutions:

Developing financially savvy decision-making strategies in the competitive landscape of modern business requires harnessing the power of business intelligence and analytics solutions.

This business intelligence and analytics training module will delve into the complex world of BI & BA, teaching finance professionals how to utilize advanced analytics for robust financial modeling and decision support.

Targeted Groups:

- Finance Professionals across the organization.
- Head Office Planning Managers.
- Budgeting and Forecasting Teams.
- Commercial Managers.
- Finance Strategic Business Partners.

Course Objectives:

At the end of this business intelligence and analytics course, the participants will be able to:

- Frame financial insights in the context of business process improvement.
- Exploit the tools of Business Intelligence and Analytics systems.
- Develop financial and non-financial key performance measures.
- Apply the tools and techniques of predictive analytics.
- Design powerful graphics for data visualization and infographics.

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Targeted Competencies:

At the end of this business intelligence and analytics training, the participant's competencies will:

- The Vital Role of the 21st Century Finance Function.
- How Finance Professionals can fully exploit BI and BA tools.
- Using BI and BA to improve business processes and performance.
- Principles and Practice in Statistical Analysis and Forecasting.
- Practical Skills in Data Visualisation and Infographics.
- Applying Agile Methods to BI and BA Systems Development.

Course Content:

Unit 1: Understanding Business Models and Business Processes:

- Creating Value for Key Organizational Stakeholders.
- The Role of the 21st Century Finance Professional.
- Business Models and Business Processes.
- Business Process Improvement and Reengineering.
- Introduction to Business Intelligence and Business Analytics.
- Introduction to Data-Driven Decision Management DDDM.
- Key Financial Measures and Shareholder Value Drivers.
- Key Success Factors and Key Performance Measures.

Unit 2: Purpose and Principles of Business Intelligence and Business Analytics:

- Implementing a Business Performance Management Framework.
- The Definition and Purpose of Business Intelligence BI.
- History and Development.
- Features Tools and Terminology of BI Systems.
- The Definition and Aims of Business Analytics BA.
- Understanding Descriptive and Predictive Analytics.
- Sources and Types of BI and BA Tools.

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Unit 3: Principles of Statistical and Predictive Analytics:

- Defining Statistical, Descriptive, and Predictive Analytics.
- Business Database Features and Design.
- Principles of Distribution and Probability Theory.
- Time Series Data Analysis.
- Trend Analysis and Forecasting using Moving Averages.
- Trend Analysis and Forecasting using Linear Regression.
- Analysis and Forecasting with Monte Carlo Simulation in Excel.
- Predictive Analytics using what-if Forecasts.

Unit 4: Data Visualisation and Infographics for Finance Professionals:

- Defining Data, Information, and Insight.
- Comparing Data Visualisation and Infographics.
- Using Charts and Graphics for Data Visualization.
- Designing Visuals and Infographics for Non-financial Users.
- Using Excel and PowerPoint for Data Visualisation.
- Designing and Using Scorecards and Dashboards.
- Practical Tips for Building Dashboards and Dashboards in Excel.

Unit 5: BI / BA - Implementing Systems and Managing Change:

- An Agile Approach to Systems Development.
- Practical Steps in Agile BI / BA Systems Design and Implementation.
- The Importance of Urgency.
- Effective Steps to Achieving Change.
- Overcoming Resistance to Change.

Conclusion:

Participants who complete this business intelligence and analytics course are poised to achieve a business intelligence and analytics certificate, priming them to revolutionize their stead within organizations through optimized use of business intelligence analytics tools and methodologies.