

## ACCOUNTING ANALYTICS: NUMBERS THAT DRIVE STRATEGY

<b>Start Date:</b>	08/09/2025	<b>End Date:</b>	12/09/2025
<b>Categories:</b>	Finance & Accounting	<b>Venues:</b>	Abu Dhabi
<b>Formats:</b>	In Person	<b>Instructors:</b>	Mona AlQassab

### OVERVIEW

This course bridges the gap between accounting and strategic decision-making. Participants will use accounting data to generate insights, identify trends, and support business strategies with evidence-based recommendations.

### OBJECTIVES

By the end of this course, participants will be able to: – Understand how accounting analytics supports strategic planning. – Interpret patterns in revenue, cost, and profitability data. – Build dashboards to monitor KPIs and operational performance. – Apply predictive analytics for budgeting, forecasting, and risk management. – Communicate financial insights to guide business leadership.

### COURSE OUTLINE

1- Accounting Data as a Strategic Asset 2- KPI Design and Financial Dashboarding 3- Trend Analysis and Variance Interpretation 4- Predictive Tools for Planning and Forecasting 5- Translating Insights into Business Action

### TARGET AUDIENCE

Finance professionals, accountants, controllers, business analysts, and managers involved in strategy and performance management.

### METHODOLOGY

Hands-on Excel modeling, dashboard building, case-based data analysis, forecasting tools, and presentation simulations.

### CONCLUSION

Participants will leave with analytical tools and skills to turn accounting data into actionable insights for strategy and decision-making.

## DAILY AGENDA

### Day 1: The Strategic Role of Accounting Analytics

Explore how accounting data can shape business direction and reveal performance trends.

### Day 2: Key Metrics and Dashboards

Learn to select and visualize KPIs for timely, impactful decision-making.

### Day 3: Seeing the Story in the Numbers

Practice interpreting trends, variances, and anomalies using real data.

### Day 4: Planning with Predictive Tools

Use forecasting models and risk analytics to support strategic choices.

### Day 5: From Analysis to Action

Deliver a strategic insight presentation using accounting analytics.

*For more information, please contact us:*

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