

ACCOUNTING ANALYTICS: NUMBERS THAT DRIVE STRATEGY

Start Date:	26/07/2026	End Date:	30/07/2026
Categories:	Finance & Accounting	Venues:	Abu Dhabi
Formats:	In Person	Instructors:	

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

All Supervisory Levels, 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.

Page 2 of 3

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