

This programme explores three key areas (Data Analytics, Advanced Analytics and Data Visualisation) which are introduced in our Awareness of Digital Finance programme (not a prerequisite to this programme but gives useful background to the terminology and ideas that will be developed). In the Understanding Data Analytics programme we go deeper into each capability including looking at their methods, skills and tools.

This is a non-technical programme but includes guidance for further technical learning and learning pathways that match each individuals talents and interests.

This programme is designed for those wishing to progress from the Awareness of Digital Finance programme to focus on data analytics. Organisations are becoming more customer-centric, so it is important they are leveraging data analytics to provide the forward-looking insights required to support commercial decision-making. Accountants and finance teams often hold the key to this data for the organisation and this course will support your finance teams to develop their understanding of data and build their abilities with the available data analytics skills and techniques.

Who is it for?

This programme is aimed at finance professionals who wish to develop their understanding of data, and the Data Analytics skills and techniques available. The volume of data that we, as a society, create and the availability of the systems, tools and processes to analyse it means we can do much more than just look at the trends formed in past data.

The course will focus on three key areas:

- * Data Analytics.
- * Advanced Analytics.
- * Data Visualisation.

Attendees will gain an understanding of the impact these areas have on supporting business decisions, how the finance professional can provide insight and impactful support for business decision-making.

This programme is designed for finance professionals who would like to understand the digital finance function opportunity and get involved in Data Analytics projects in their organisation or with their clients. This programme is for accounting and finance teams including anyone who is qualified, newly qualified or part-qualified as an accountant, and has an awareness of the technologies and the digital transformation impacting on the finance role. The course will be of value to anyone who wants to increase their understanding of Data Analytics and grow their data skills, gaining a greater understanding of levels of Data Analytics and the data science process.

What will you learn?

To understand:

- * Data Analytics trends in accounting.
- * Descriptive, diagnostic, predictive and prescriptive Data Analytics and modelling.
- * The Data Analytics process and toolkit.
- * Advanced Data Analytics in accounting.
- * The data visualisation process and toolkit.
- * New Data Analytics roles in accounting.



Delivery

Online Live classroom learning

Duration

4 x 1/2 day sessions

Progression

Mastering Data Analytics

The course

Public course dates are available at regular intervals or bespoke dates can be arranged for larger internal cohorts.

Anyone interested in booking internal cohorts please contact crystalhaygreen@fi.co.uk

What will we cover?

Data Analytics trends in accounting

We will start by looking at the rapidly changing demand for data, how data skills help to build on existing technical and business skills, and the widening scope for reporting and analysis in accounting and finance. We will also discuss the three major skills trends impacting the accounting role, what Data Analytics really is in the world of finance, and the impact of the emerging demand for Data Analytics in accounting and finance.

Descriptive, diagnostic, predictive and prescriptive Data Analytics and modelling

We will explore what data analytics is in more detail, looking at the levels of analytics complexity, and how Data Analytics techniques are being applied to accounting and finance. This will help to create a consistent understanding of Data Analytics capability and what each level can help you to create, including use case examples and an overview of the technology market. We will achieve an understanding of how the four levels of Data Analytics differ, and where each can apply to accounting and finance roles using examples.

The Data Analytics process and toolkit

We discuss the concept of data as an asset, how financial data is now considered to be operational data, and we also consider what data we should be analysing. We also define the Data Analytics process and why it is important to have a clear methodology for it to be effective and efficient. This is not a technical demonstration, but a review of the tasks, roles and responsibilities involved in an end-to-end data analytics process. This will cover the concept of the data value chain, key steps in the Data Analysis process, the important link to strategy, effective data acquisition and why it is so important to build a quality process. We will also consider some of the common tools that are available.

Advanced Data Analytics in accounting

We will further examine predictive analytics and applied machine learning, sometimes referred to as 'business artificial intelligence', and how algorithms are created and used in business today. We look at their practical applications and how we can help support data science projects in accountancy roles. We consider how advanced analytics can form key steps in the data science process, how machine learning is used in predictive analytics and the role of finance professionals on a data science project team.

The data visualisation process and toolkit

Communicating data with impact is a critical skill and is an emerging science based on our human ability to present and consume data visually. This skill is often overlooked compared to the more technical aspects of Data Analytics. This module looks at why it is important to use best practice when partnering with data users, what good looks like, and why standardisation of data visualisation across your organisation (and the wider accounting profession) could help prevent communication failures.

New Data Analytics roles in accounting

Technological change is changing the skills that are in demand, we will consider new roles that are emerging and how individuals can align their career development to these trends. It can also in turn change the services finance professionals offer to internal and external clients and drive the need for creating talent programmes in conjunction with HR and L&D functions.

