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ACCOUNTING AND FINANCE | AF-036

Strategic Financial Analysis through AI

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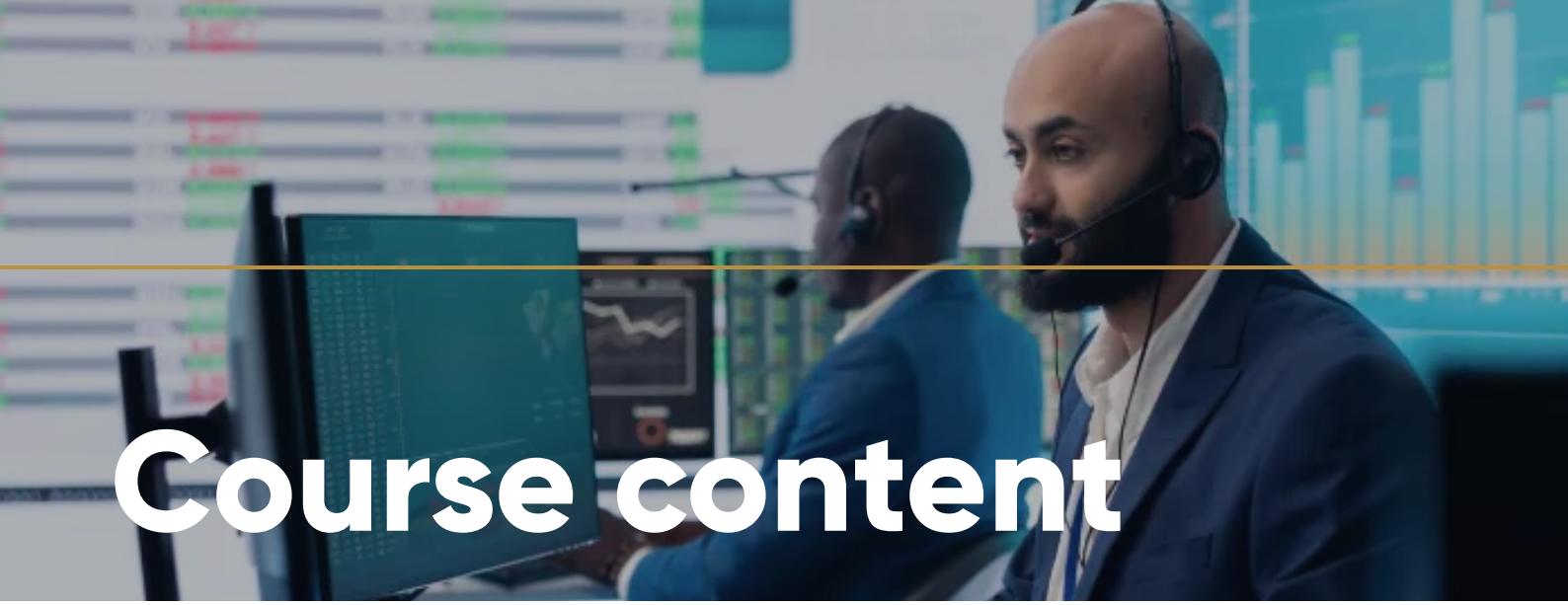


Course content

Why Attend

Financial analysis plays a central role in strategic decision-making, helping organisations evaluate performance, allocate resources, manage financial risks, and identify opportunities for sustainable growth. As financial information becomes increasingly complex and business environments more volatile, traditional analytical approaches may struggle to deliver the speed, depth, and forward-looking insights required by senior management.

Artificial intelligence is transforming financial analysis by enabling professionals to process large datasets, identify patterns, detect anomalies, generate forecasts, and evaluate alternative financial scenarios. AI-supported analytical techniques can enhance financial planning, profitability assessment, investment appraisal, cash flow management, and strategic performance evaluation.

However, successful adoption requires more than introducing AI tools into existing financial processes. Finance professionals must understand how to prepare reliable data, select appropriate analytical methods, interpret AI-generated insights, validate financial assumptions, and translate analytical findings into actionable business recommendations.

The Strategic Financial Analysis through AI course equips participants with the knowledge and practical skills required to integrate artificial intelligence into strategic financial analysis and decision-making.

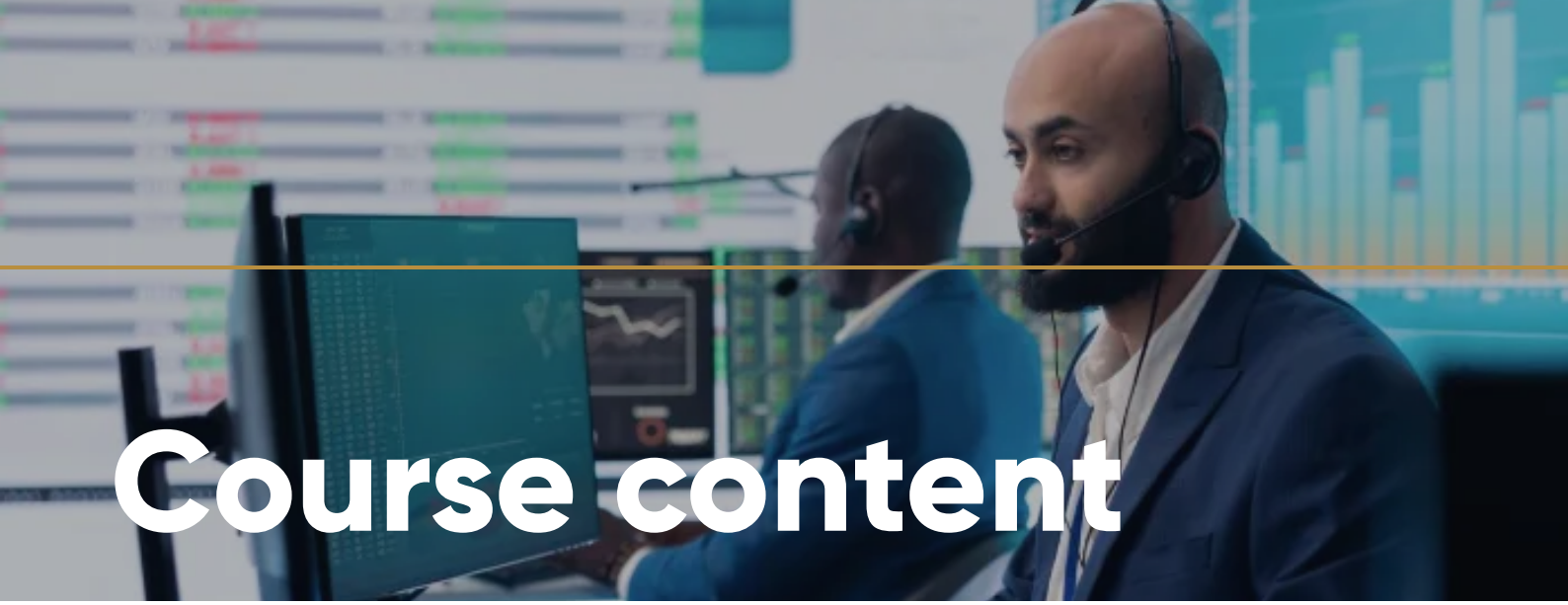
Participants explore AI-assisted financial statement analysis, predictive modelling, financial forecasting, profitability analytics, investment evaluation, scenario planning, and financial risk assessment. The programme also examines the use of generative AI, machine learning, business intelligence platforms, and automated analytical workflows to strengthen financial decision support.

Through practical financial case studies, guided analytical exercises, and strategic planning workshops, participants develop the ability to transform financial information into meaningful insights that support organisational performance, resilience, and long-term value creation.

Professional Problems This Course Is Designed to Solve

• Slow and fragmented financial analysis: Applying AI-supported techniques to consolidate financial information, automate analytical tasks, and accelerate management reporting.

• Limited visibility into financial performance drivers: Using advanced analytics to identify profitability patterns, cost behaviour, operational inefficiencies, and emerging financial trends.



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Why Attend

• Unreliable financial forecasts: Combining statistical methods and machine learning with financial judgement to improve forecasting and scenario evaluation.

• Difficulty evaluating strategic financial alternatives: Developing AI-assisted models to assess investment opportunities, financing options, resource allocation, and strategic initiatives.

• Weak identification of emerging financial risks: Applying anomaly detection, predictive indicators, and sensitivity analysis to support proactive risk management.

• Inconsistent interpretation of AI-generated financial insights: Establishing validation procedures, explainability requirements, and analytical controls to strengthen decision reliability.

• Poor alignment between financial analysis and corporate strategy: Translating AI-supported financial findings into measurable strategic recommendations, performance indicators, and implementation priorities.

Course Methodology

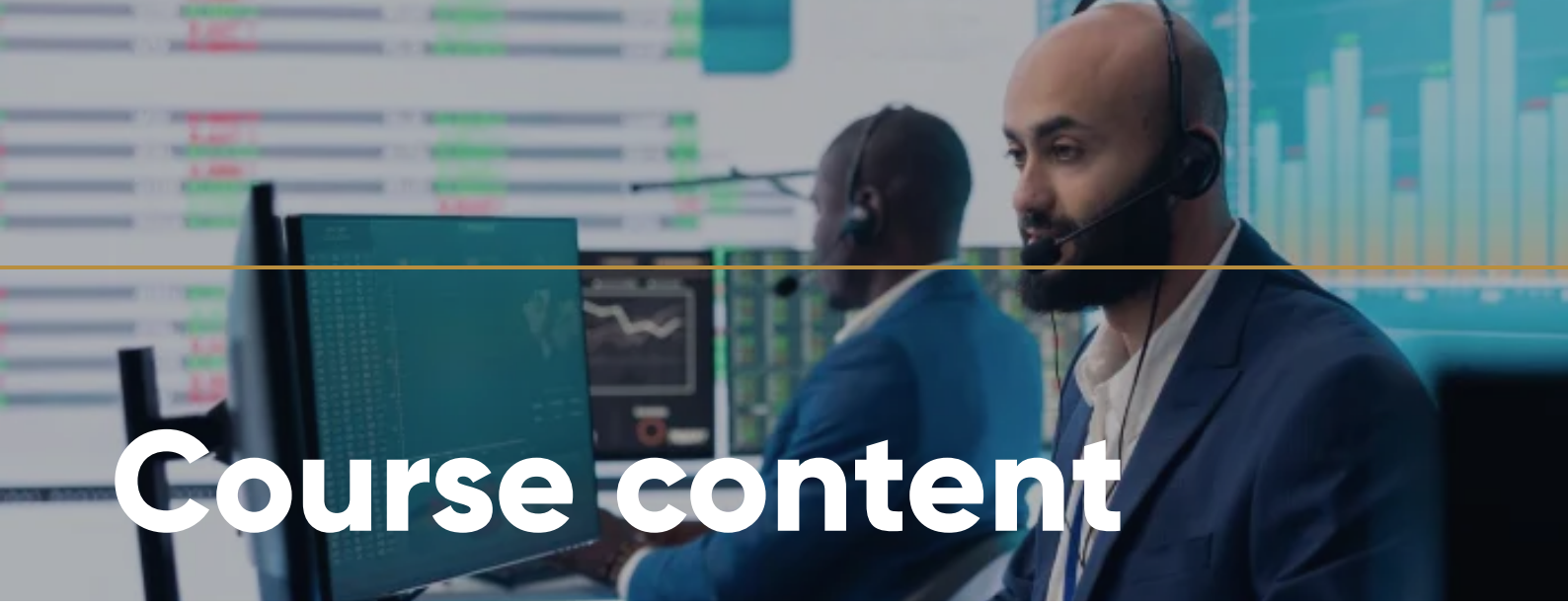
The programme combines instructor-led financial analysis discussions, demonstrations of AI-enabled analytical tools, financial modelling workshops, case-based exercises, and strategic decision-making simulations.

Participants work with realistic financial datasets, including income statements, balance sheets, cash flow statements, budgets, management accounts, investment proposals, and operational performance information.

Practical activities demonstrate how spreadsheet-based analysis, business intelligence tools, generative AI assistants, and introductory machine learning techniques can support financial interpretation, forecasting, risk assessment, and strategic planning.

Participants compare traditional financial analysis with AI-assisted approaches, evaluate the reliability of analytical outputs, and develop recommendations based on financial evidence.

The programme emphasises financial judgement, data quality, transparent assumptions, responsible AI adoption, and the effective communication of strategic financial insights.



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Course Objectives

By the end of this course, participants will be able to:

• Explain the strategic applications of artificial intelligence in financial analysis and decision-making

• Identify suitable AI techniques for financial performance assessment and forecasting

• Prepare and validate financial data for AI-supported analysis

• Apply AI tools to financial statement analysis and financial ratio interpretation

• Analyse profitability, cost structures, working capital, and financial performance drivers

• Develop AI-assisted revenue, expense, and cash flow forecasts

• Evaluate investment opportunities using advanced financial modelling techniques

• Apply predictive analytics and scenario modelling to strategic financial planning

• Identify financial anomalies, emerging risks, and potential performance deterioration

• Evaluate the accuracy, explainability, and limitations of AI-generated financial insights

• Communicate financial findings through dashboards, management reports, and strategic recommendations

• Develop an AI-enabled strategic financial analysis framework for organisational implementation

Target Audience

This course is suitable for:

• Chief Financial Officers and finance directors

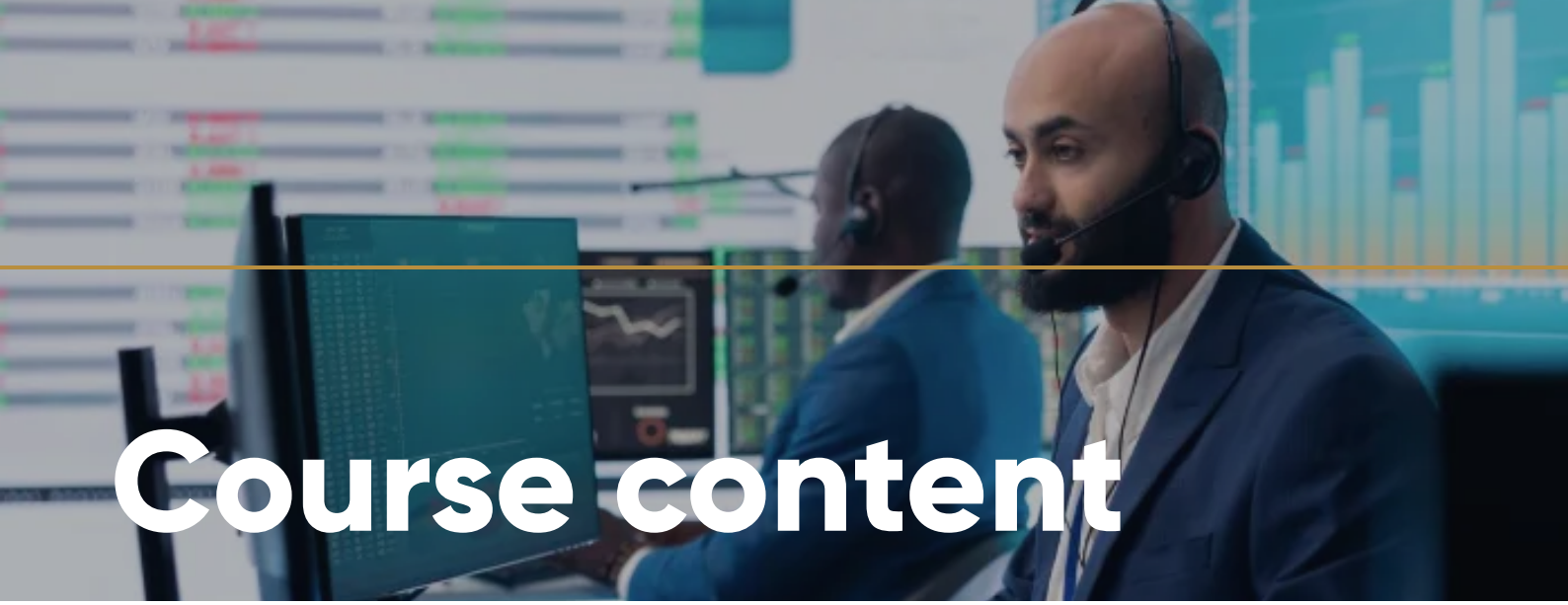
• Financial planning and analysis managers

• Financial analysts and senior accountants

• Corporate finance and investment professionals

• Treasury and cash management specialists

• Budgeting and financial forecasting professionals



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Target Audience

• Strategic planning and business development managers

• Financial controllers and management accountants

• Risk management and financial governance professionals

• Business intelligence and finance transformation specialists

Target Competencies

Participants will develop competencies in:

• AI-enabled strategic financial analysis

• Financial data preparation and analytical quality assurance

• Advanced financial statement interpretation

• Profitability and financial performance analytics

• Predictive financial forecasting

• Investment appraisal and capital allocation

• Financial scenario and sensitivity modelling

• AI-supported financial risk assessment

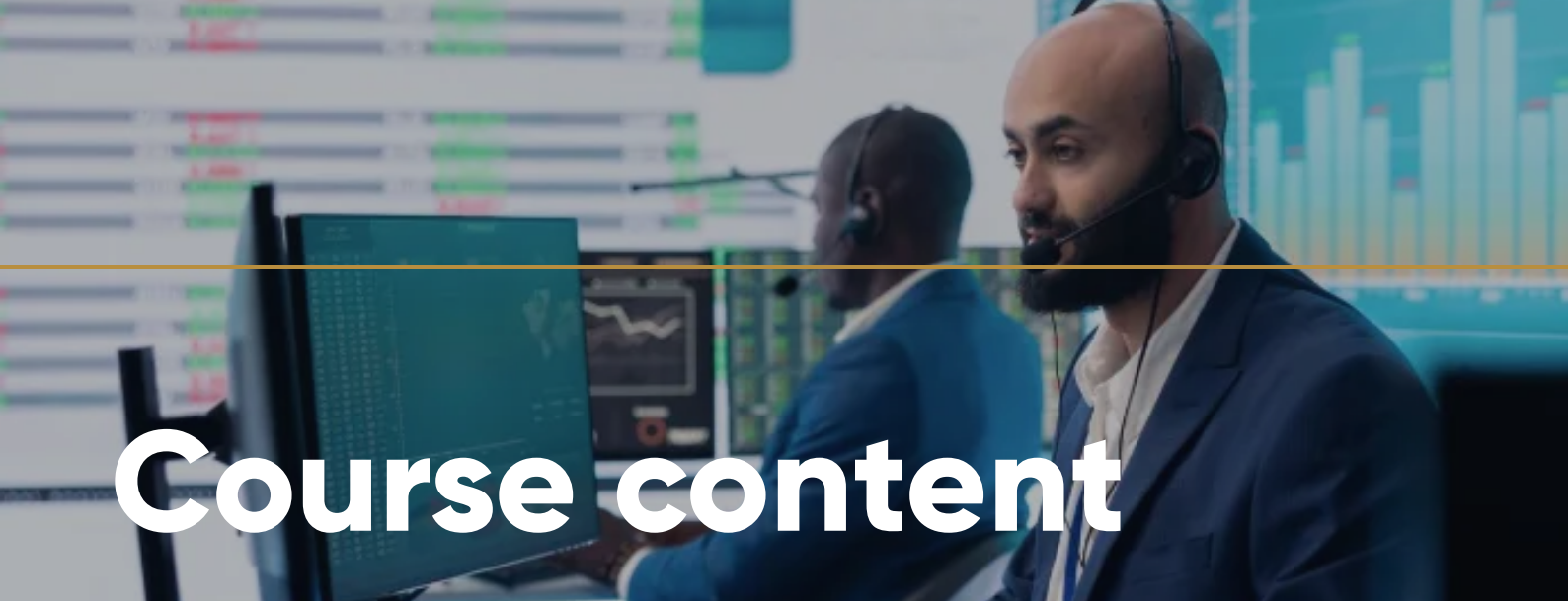
• Financial dashboard design and strategic reporting

• Responsible AI integration into financial decision-making

Course outline

Day 1: Foundations of AI-Enabled Strategic Financial Analysis

• Understanding the evolving role of financial analysis in corporate strategy, financial planning, investment decisions, and organisational performance management



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Course outline

• Exploring artificial intelligence, machine learning, predictive analytics, and generative AI applications within corporate finance and financial management

• Identifying strategic financial analysis use cases, including performance evaluation, profitability improvement, forecasting, capital allocation, and risk assessment

• Preparing financial datasets through data collection, cleansing, reconciliation, classification, and the identification of missing or inconsistent information

• Examining AI-assisted analytical tools, spreadsheet capabilities, business intelligence platforms, and financial data integration approaches

• Practical workshop: Preparing a financial analysis dataset and designing an AI-enabled analytical framework aligned with organisational strategic objectives

Day 2: AI-Assisted Financial Statement Analysis and Performance Evaluation

• Applying AI-supported techniques to analyse income statements, balance sheets, cash flow statements, and financial performance trends

• Evaluating liquidity, solvency, profitability, efficiency, and financial leverage through ratio analysis and comparative financial assessment

• Using analytical methods to identify revenue patterns, cost drivers, margin fluctuations, and operational factors affecting financial performance

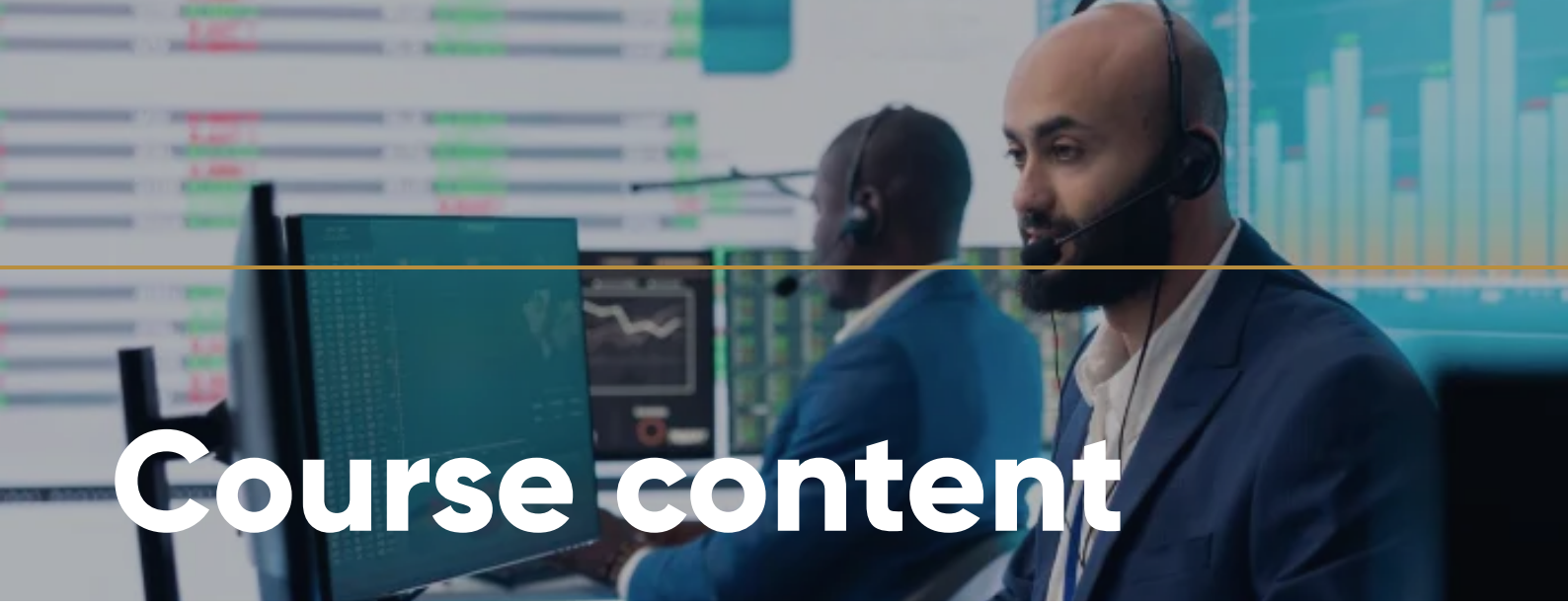
• Exploring AI-assisted variance analysis, budget-to-actual comparisons, financial benchmarking, and the identification of unusual transactions or trends

• Developing financial performance dashboards that integrate historical results, key financial indicators, and management commentary

• Hands-on exercise: Conducting an AI-assisted financial performance review and preparing a management report highlighting financial strengths, weaknesses, and strategic improvement opportunities

Day 3: Predictive Financial Analytics, Forecasting and Scenario Planning

• Understanding forecasting approaches, including time-series analysis, regression models, machine learning techniques, and driver-based financial projections



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• Developing revenue, operating expense, profitability, and cash flow forecasts using historical financial information and business assumptions

• Comparing forecasting models through accuracy measures, back-testing, sensitivity assessment, and the evaluation of model limitations

• Applying AI-assisted scenario planning to assess changes in market demand, inflation, interest rates, operating costs, and economic conditions

• Exploring working capital forecasting, liquidity requirements, funding gaps, and early indicators of financial pressure

• Practical workshop: Building an AI-supported financial forecasting model and evaluating base-case, optimistic, and adverse scenarios for management decision-making

Day 4: Strategic Investment Analysis, Capital Allocation and Financial Risk

• Applying AI-assisted financial modelling to investment appraisal, business expansion decisions, capital expenditure planning, and strategic project evaluation

• Evaluating investment alternatives using net present value, internal rate of return, payback analysis, discounted cash flows, and risk-adjusted assumptions

• Exploring predictive analytics for credit exposure, liquidity risk, financial volatility, and potential deterioration in organisational performance

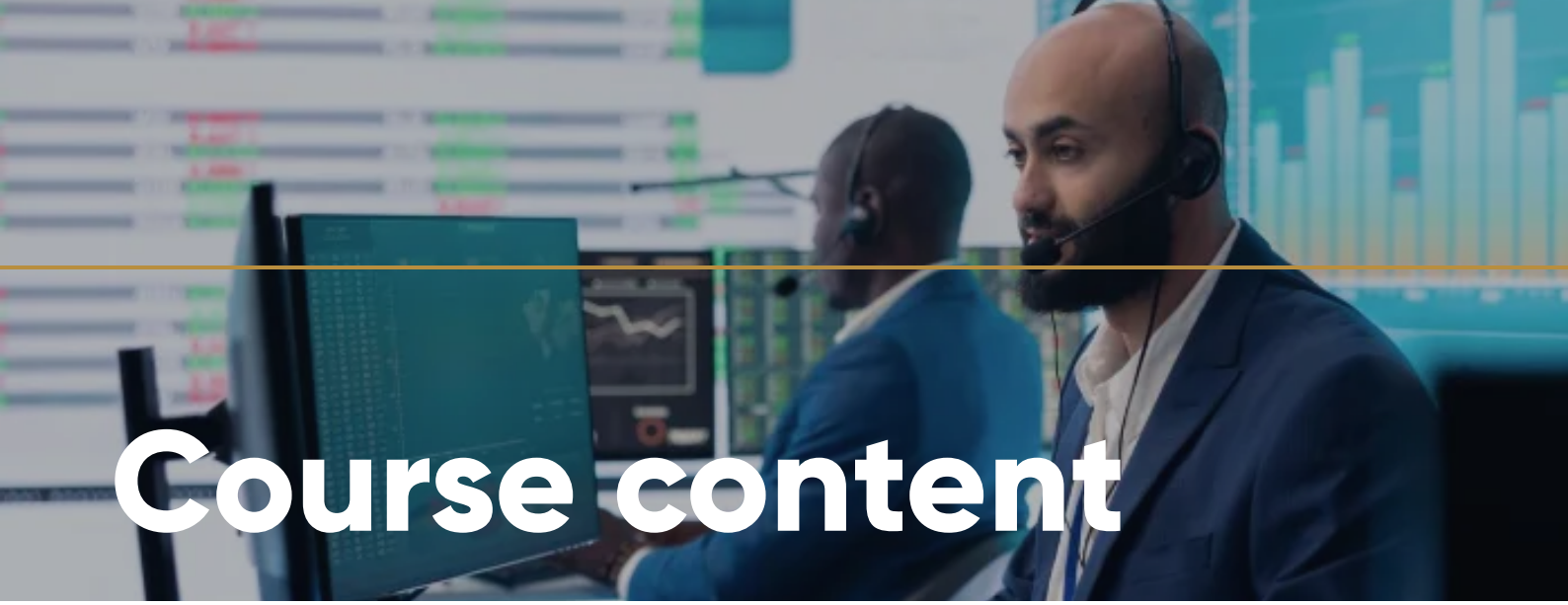
• Using sensitivity analysis, stress testing, and probabilistic scenario modelling to evaluate financial uncertainty and strategic resilience

• Assessing capital structure alternatives, financing costs, resource allocation priorities, and the financial implications of strategic decisions

• Case study: Evaluating competing investment proposals through AI-supported financial modelling, risk assessment, and strategic capital allocation analysis

Day 5: Strategic Financial Decision Support, AI Governance and Implementation

• Translating AI-generated financial insights into strategic recommendations, financial priorities, performance improvement initiatives, and executive decision support



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• Designing integrated financial dashboards and executive reports that communicate profitability, liquidity, forecasts, investment performance, and financial risk indicators

• Evaluating AI model reliability, financial data integrity, explainability, analytical bias, and the risks of inaccurate or unsupported financial conclusions

• Establishing governance arrangements covering data confidentiality, access controls, model validation, auditability, financial accountability, and human oversight

• Developing an implementation roadmap for AI-enabled financial analysis, including use case prioritisation, technology requirements, skills development, performance measures, and continuous improvement

• Capstone exercise: Developing and presenting a Comprehensive AI-Enabled Strategic Financial Analysis Report incorporating financial performance assessment, predictive forecasts, investment evaluation, risk scenarios, executive dashboards, and actionable strategic recommendations

Seminar dates

Available seminar dates

Live dates and pricing for Strategic Financial Analysis through AI generated from the course details page.

Date	Location	Format	Fee
Dates on request	Venue on request	Classroom	**Contact us**

Live online option	Online delivery is available at €1,850.-.