

€ TRAINING

Financial Analysis Modeling and Forecasting



26 - 30 January 2025
Istanbul (Turkey)



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REF: T1997 DATE: 26 - 30 January 2025 Venue: Istanbul (Turkey) - Fee: 5300 Euro

Introduction:

Financial analysis, modeling, and forecasting are critical skills for making informed business decisions and driving organizational success. These techniques allow professionals to interpret financial data, build predictive models, and anticipate future trends to align strategies with market dynamics. This training program equips participants with the advanced tools and methodologies needed to analyze financial performance, construct robust models, and create accurate forecasts for strategic planning and decision-making.

Program Objectives:

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

- Master the principles of financial analysis and data interpretation.
- Build dynamic financial models to evaluate business performance and scenarios.
- Utilize forecasting techniques to predict financial outcomes and market trends.
- Analyze key financial metrics for decision-making and performance evaluation.
- Integrate data-driven insights into strategic financial planning.

Targeted Audience:

- Financial analysts and planners.
- Business strategists and decision-makers.
- Corporate finance professionals.
- Investment analysts and portfolio managers.
- Professionals involved in budgeting, forecasting, and financial reporting.

Program Outline:

Unit 1:

Foundations of Financial Analysis:

- Principles of financial analysis and its importance in decision-making.
- Overview of financial statements and key performance indicators KPIs.

- Techniques for assessing profitability, liquidity, and solvency.
- Ratio analysis for evaluating financial health and performance.
- Understanding financial trends and their implications.

Unit 2:

Building Financial Models:

- Introduction to financial modeling and its applications.
- Structuring and designing dynamic financial models.
- Techniques for sensitivity analysis and scenario planning.
- Utilizing Excel and other tools for model development.

Unit 3:

Forecasting Techniques:

- Introduction to forecasting and its role in financial planning.
- Quantitative forecasting methods: trend analysis, regression, and time-series modeling.
- Qualitative forecasting methods: market research and expert judgment.
- Integrating historical data and market indicators into forecasts.
- Strategies for validating and refining forecasting models.

Unit 4:

Advanced Financial Metrics and Analysis:

- Understanding valuation metrics: NPV, IRR, and ROI.
- Analyzing cost structures and contribution margins.
- Assessing financial risks and opportunities through advanced metrics.
- Evaluating capital budgeting decisions and investment performance.
- Communicating insights through comprehensive financial reports.

Unit 5:



Strategic Applications of Financial Forecasting:

- Aligning financial forecasts with business objectives and strategies.
- Identifying market opportunities and risks through predictive analytics.
- Integrating forecasting into long-term strategic planning.
- Future trends in financial analysis and technology-driven modeling.