

FINANCE & ACCOUNTING | COURSE BROCHURE

# Strategic Financial Analysis through AI

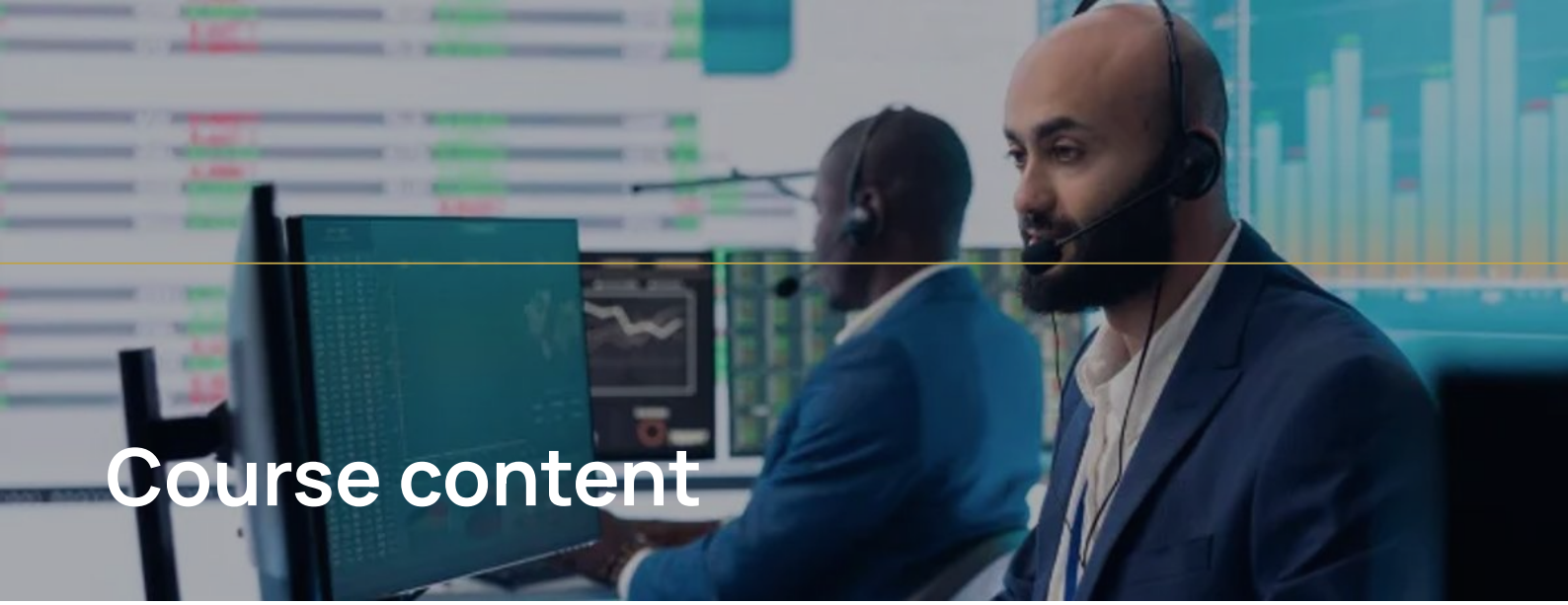
5 days | Classroom training | English

**SMART HORIZON**

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Amsterdam
The Netherlands

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# Course content

## Why attend

This course provides professionals with the skills to leverage artificial intelligence in strategic financial analysis. Participants will explore AI tools and techniques to enhance decision-making, risk assessment, and financial forecasting, ultimately improving organisational financial performance.

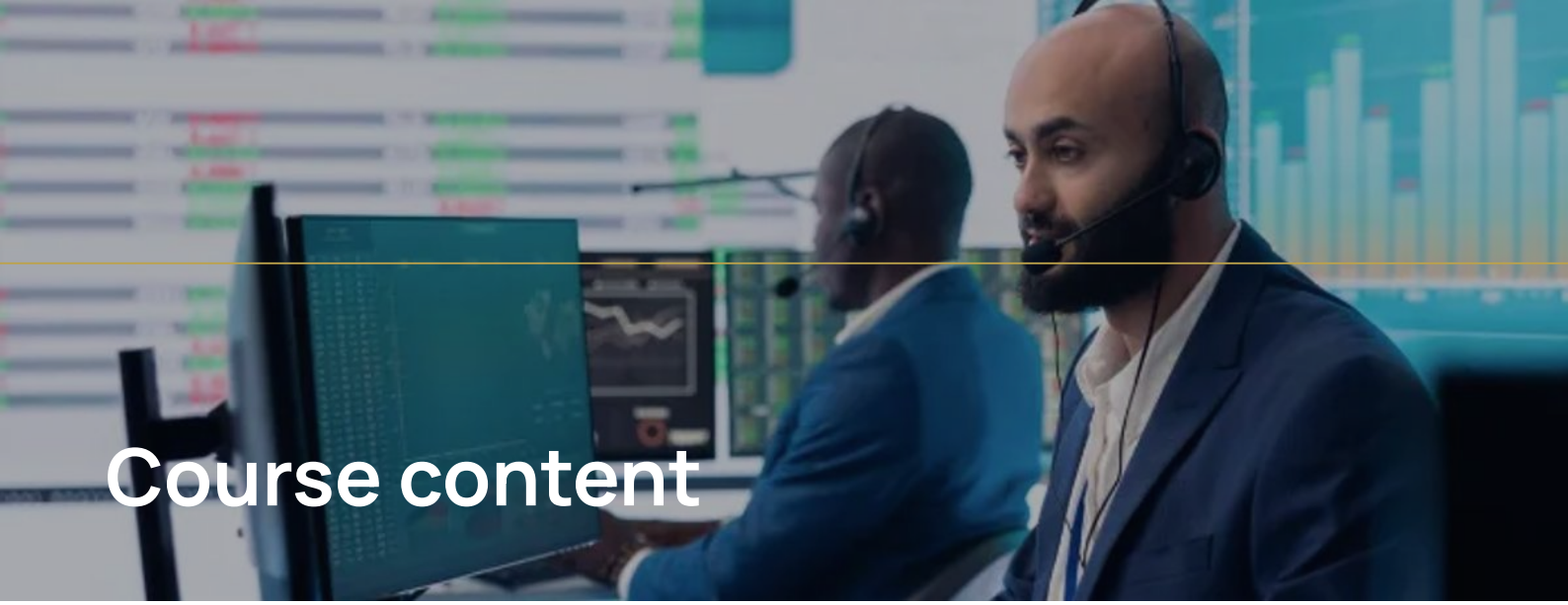
Financial analysts often face significant challenges in processing vast amounts of data to inform strategic decisions. The integration of AI into financial analysis can significantly enhance the accuracy and efficiency of these processes. By mastering AI tools, analysts can automate data processing, identify trends, and generate insights that traditional methods may overlook. This capability is crucial for organisations aiming to stay competitive in a rapidly evolving financial landscape, where timely and informed decision-making can lead to substantial advantages. Furthermore, understanding how to implement AI effectively allows analysts to contribute to strategic initiatives that drive organisational growth and sustainability.
Participants will engage in practical exercises that simulate real-world financial scenarios, such as forecasting revenue and assessing investment risks using AI-driven models. By learning to implement these techniques, they will develop the capability to make data-driven decisions that align with organisational goals. This hands-on experience will empower them to apply AI techniques to their own financial analysis tasks, improving their strategic contributions. Additionally, they will learn to communicate AI findings effectively to stakeholders, ensuring that insights lead to actionable strategies that enhance financial performance. This course ultimately prepares professionals to navigate the complexities of modern finance with confidence and skill.

## Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

## Course methodology

The course employs a blend of case studies, hands-on workshops, and simulations to build practical capabilities in AI-driven financial analysis. Participants will work with real datasets to develop predictive models and perform scenario analyses. Each session includes collaborative group work to encourage peer learning and the sharing of insights. Participants will also engage in exercises that require them to apply AI techniques to solve specific financial problems, culminating in the creation of a comprehensive financial analysis report that demonstrates their acquired skills and understanding of AI applications in finance. This approach ensures that learning is both practical and relevant to their professional contexts.



# Course content

## Course objectives

By the end of this course, participants will be able to:
• Analyse financial data using AI tools to identify trends and anomalies in reports.
• Design predictive models for financial forecasting based on historical data and market conditions.
• Evaluate risk factors using AI algorithms to enhance decision-making processes in finance.
• Construct a strategic financial analysis report integrating AI insights and recommendations.
• Justify the selection of AI techniques for specific financial scenarios and their expected outcomes.
• Compare traditional financial analysis methods with AI-enhanced approaches to assess effectiveness.
• Assess the impact of AI-driven insights on financial strategies and organisational performance.
• Implement AI tools to automate routine financial analysis tasks and improve efficiency.

## Target audience

This course is suitable for:
• Financial analysts seeking to enhance their analytical capabilities with AI.
• Finance managers responsible for strategic decision-making and forecasting.
• Data analysts in finance looking to incorporate AI into their workflows.
• Business intelligence professionals aiming to improve financial insights through AI.

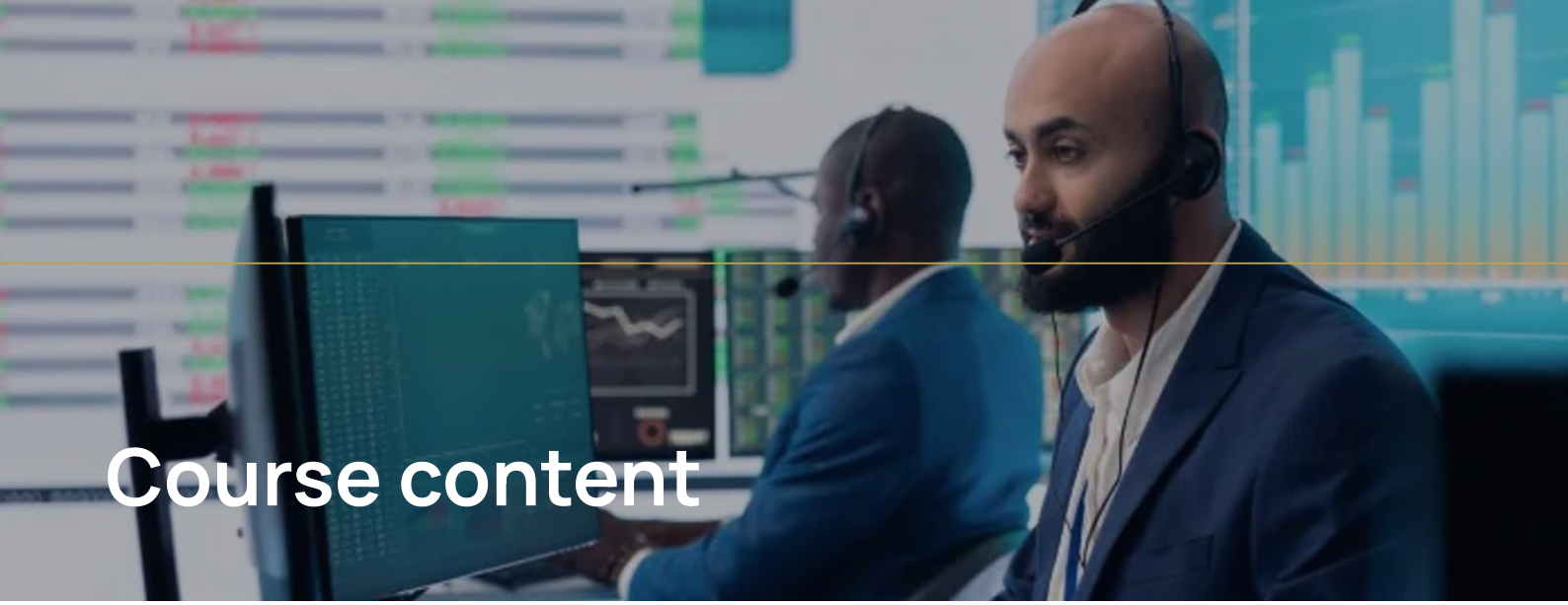
## Target competencies

Participants will develop competencies in:
• Utilising AI tools for financial data analysis and reporting.
• Developing predictive models for financial forecasting and scenario planning.
• Assessing financial risks with AI methodologies and tools.
• Creating comprehensive financial reports using AI insights and analytics.
• Integrating AI techniques into traditional financial analysis processes effectively.
• Collaborating effectively in team-based financial analysis projects.

## Course outline

### Day 1: Foundations of AI in Financial Analysis

Applied activity: Participants will analyse a dataset to identify key financial trends using basic AI tools. They will present their findings in small groups, discussing the implications for strategic decision-making and how these insights can influence future financial strategies.
Output: A brief presentation summarising identified trends and their potential impact on financial strategy.



# Course content

| | |
|---|---|
| 09:00–09:54 | Introduction to AI concepts and their relevance in financial analysis. |
| 09:54–10:48 | Overview of financial analysis processes and common challenges faced by analysts. |
| 10:48–11:00 | Understanding data types and sources for effective financial analysis. |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Understanding data types and sources for effective financial analysis. (continued) |
| 12:12–13:06 | Exploring AI tools available for financial analysts and their applications. |
| 13:06–14:00 | Ethical considerations and compliance in AI-driven financial analysis. |

## Day 2: Data Preparation and AI Modelling Techniques

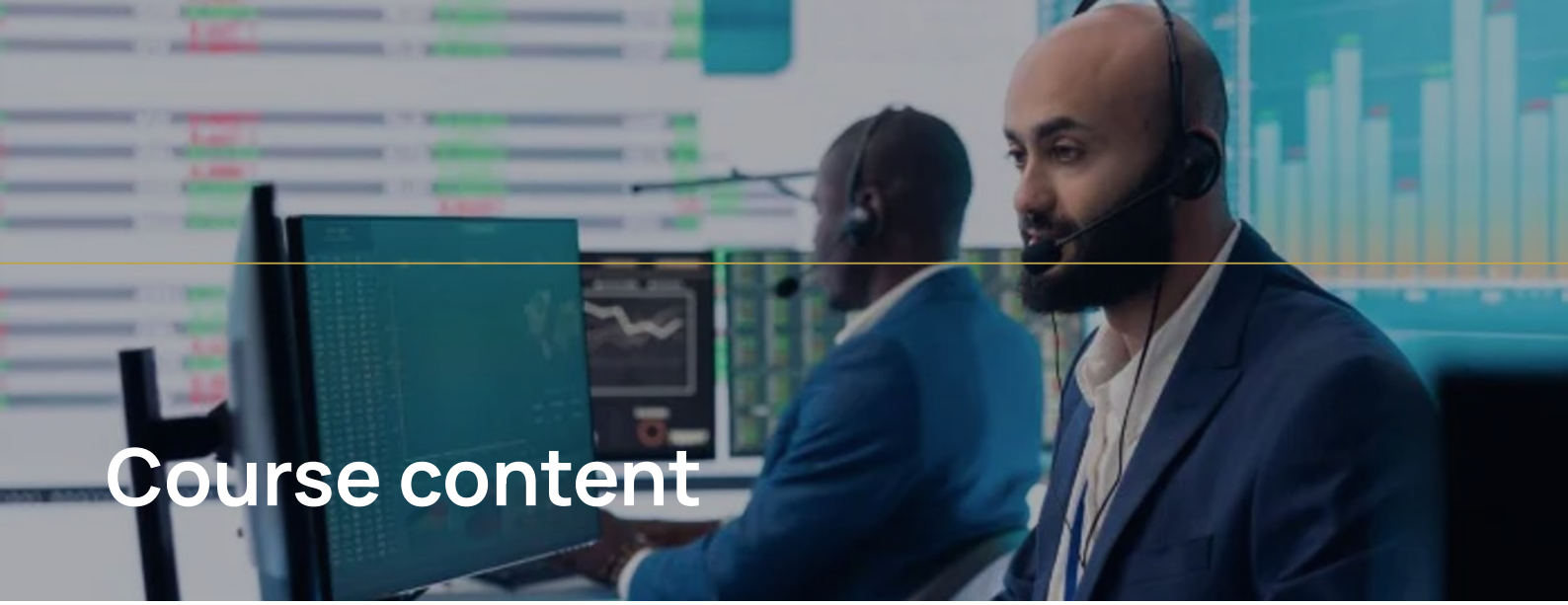
Applied activity: Participants will clean and prepare a financial dataset, then build a predictive model to forecast future financial performance. They will validate their model and prepare a report on its accuracy, discussing the implications of their findings for financial planning and investment strategies.
Output: A validated predictive model and an accompanying report detailing its performance metrics.

| | |
|---|---|
| 09:00–09:54 | Data cleaning and preprocessing techniques for financial datasets. |
| 09:54–10:48 | Introduction to machine learning algorithms applicable in financial analysis. |
| 10:48–11:00 | Building and validating predictive models for accurate financial forecasting. |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Building and validating predictive models for accurate financial forecasting. (continued) |
| 12:12–13:06 | Feature selection techniques in financial data analysis for model improvement. |
| 13:06–14:00 | Evaluating model performance, accuracy, and reliability in financial contexts. |

## Day 3: Risk Assessment and Management with AI

Applied activity: Using AI tools, participants will develop a risk assessment model for a fictional company facing market volatility. They will present their findings and recommendations for risk management strategies, focusing on how AI can mitigate potential losses and enhance decision-making.
Output: A risk assessment report with recommendations for mitigating identified risks and enhancing financial stability.

| | |
|---|---|
| 09:00–09:54 | Understanding various financial risk types and their implications for businesses. |
| 09:54–10:48 | AI techniques for effective risk assessment and management in finance. |
| 10:48–11:00 | Developing risk models using machine learning for predictive insights. |



# Course content

| | |
|---|---|
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Developing risk models using machine learning for predictive insights. (continued) |
| **12:12–13:06** | Scenario analysis and stress testing methodologies in financial contexts. |
| **13:06–14:00** | Communicating risk analysis results effectively to stakeholders and decision-makers. |

## Day 4: Integrating AI Insights into Strategic Decision-Making

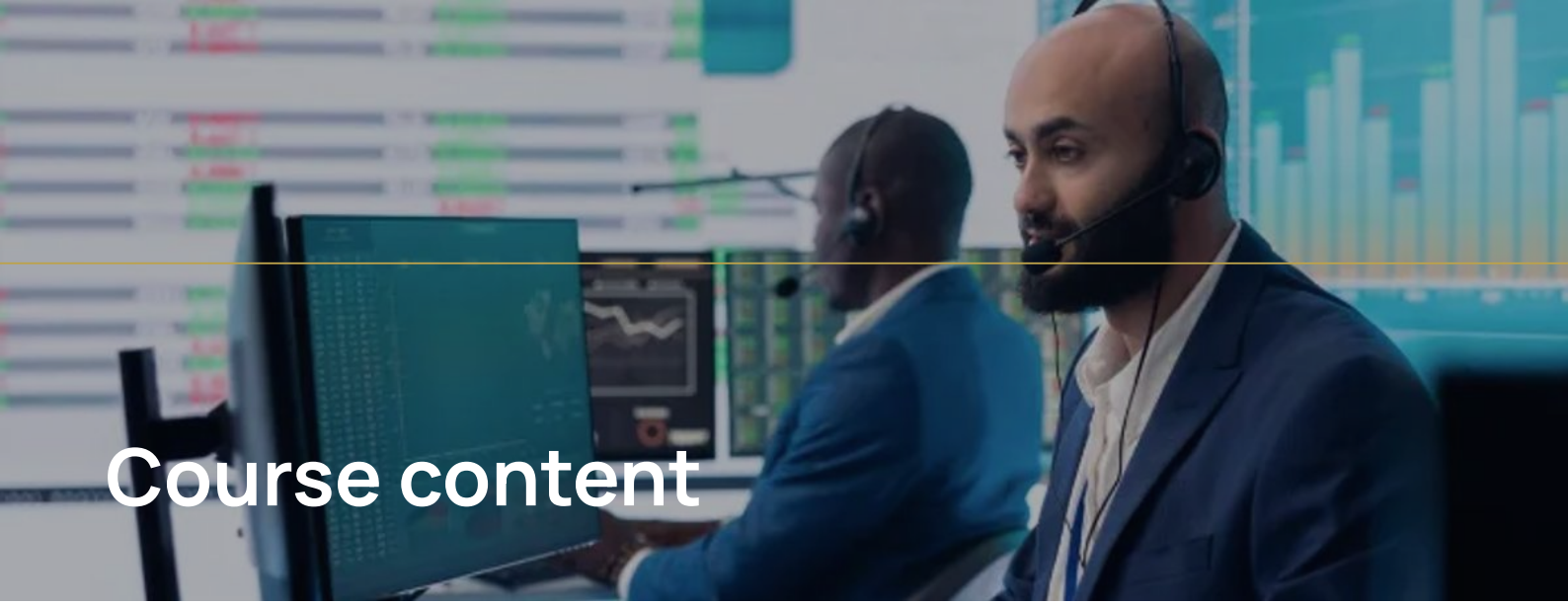
Applied activity: Participants will work in teams to analyse a case study where AI insights led to strategic financial decisions. They will prepare a presentation on their analysis and proposed strategies based on AI findings, discussing the potential impact on organisational performance and competitiveness.
Output: A group presentation outlining strategic recommendations based on AI insights and their expected outcomes.

| | |
|---|---|
| **09:00–09:54** | Linking AI-driven insights to strategic financial decisions and organisational goals. |
| **09:54–10:48** | Case studies of successful AI implementation in financial decision-making. |
| **10:48–11:00** | Developing a strategic financial analysis framework using AI methodologies. |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Developing a strategic financial analysis framework using AI methodologies. (continued) |
| **12:12–13:06** | Collaborative decision-making processes with AI insights for improved outcomes. |
| **13:06–14:00** | Communicating AI findings to stakeholders for effective strategy implementation. |

## Day 5: Capstone Project: Comprehensive Financial Analysis

Applied activity: Participants will conduct a full financial analysis of a fictional company using AI tools, integrating forecasting, risk assessment, and strategic insights. They will present their findings to a panel, demonstrating their ability to apply AI in real-world scenarios and make informed recommendations.
Output: A comprehensive financial analysis report and a presentation to the panel, showcasing their strategic recommendations.

| | |
|---|---|
| **09:00–09:54** | Integrating all learned AI techniques into a cohesive financial analysis. |
| **09:54–10:48** | Developing a comprehensive financial analysis report with actionable insights. |
| **10:48–11:00** | Presenting findings to a simulated board of directors for feedback. |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Presenting findings to a simulated board of directors for feedback. (continued) |



# Course content

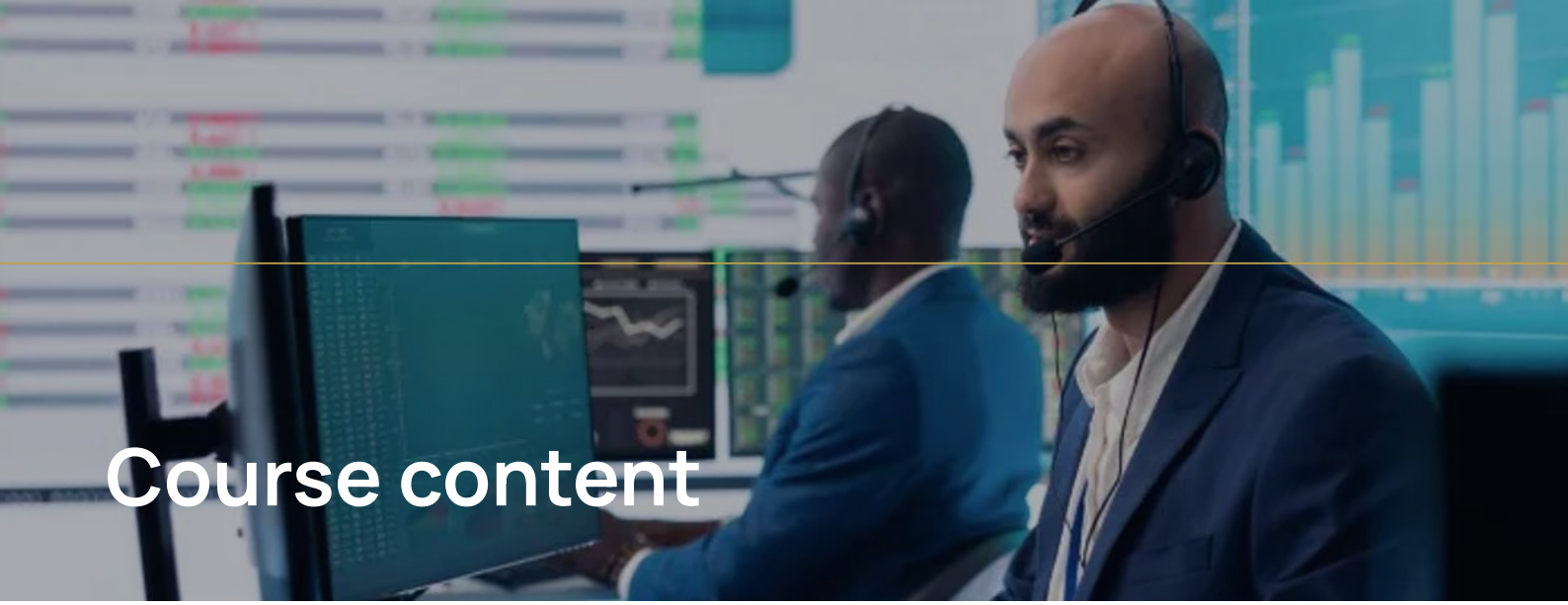
| | |
|---|---|
| 12:12–13:06 | Feedback and iterative improvement of financial strategies based on AI insights. |
| 13:06–14:00 | Planning for future AI applications in financial analysis and organisational strategy. |

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

## Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

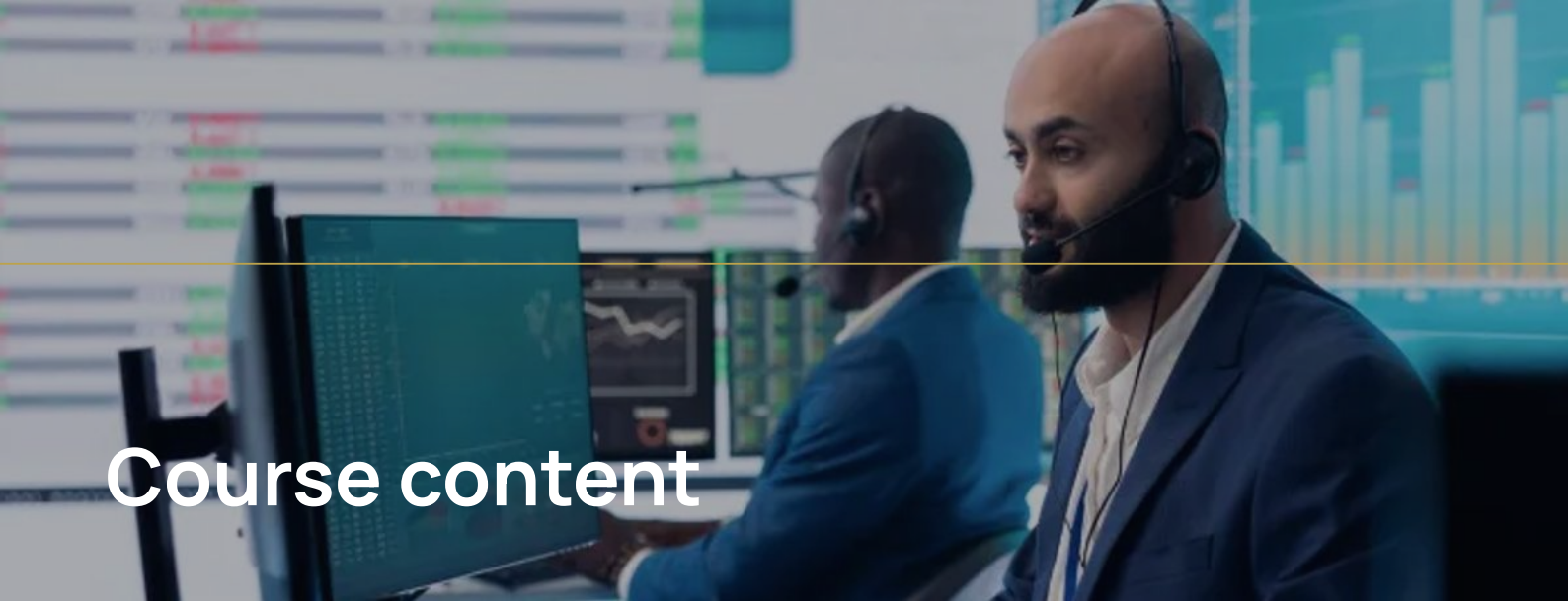
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Istanbul<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **€2,650.-** |
| Online<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€1,890.-** |
| Online<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **€2,540.-** |
| Online<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **€1,250.-** |
| Singapore<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€2,820.-** |



# Course content

## Dates, venues and fees (continued)

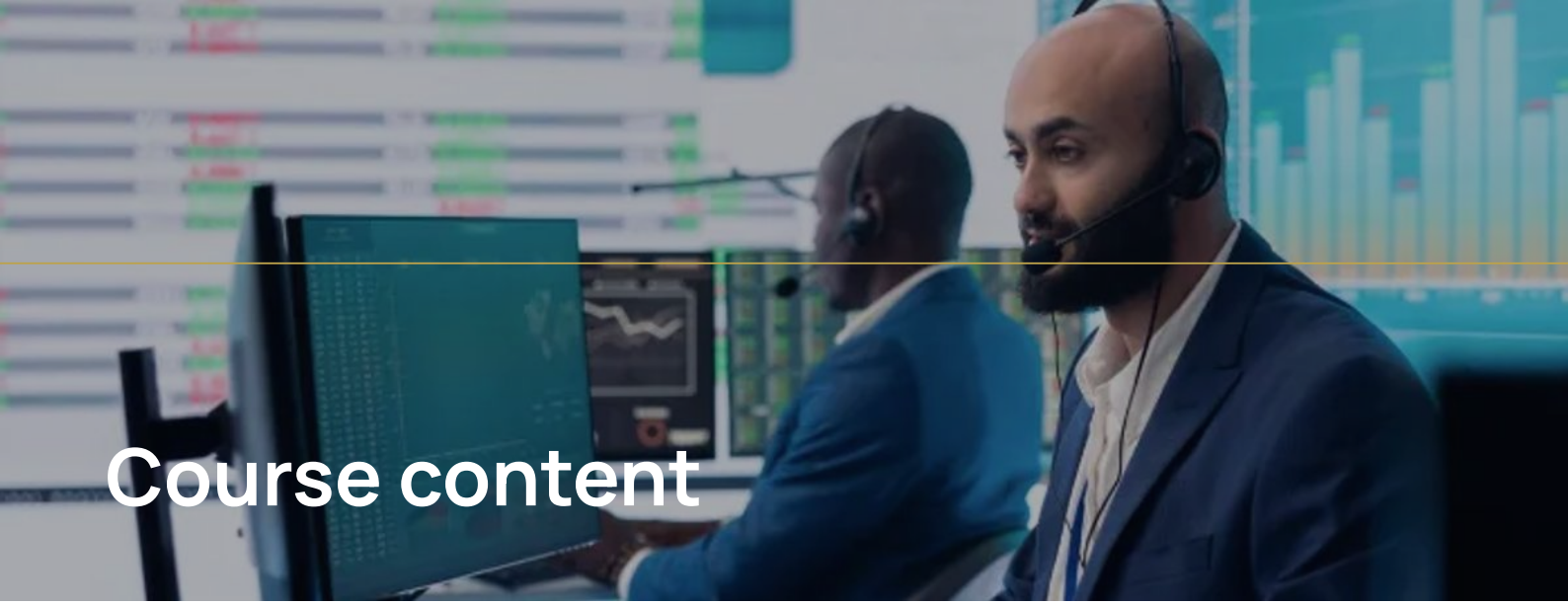
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **€1,250.–** |
| London<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **€2,450.–** |
| Online<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **€1,250.–** |
| Dubai<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **€3,150.–** |
| Online<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **€1,250.–** |
| Frankfurt<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **€2,650.–** |
| Online<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **€1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€1,450.–** |
| Online<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **€1,250.–** |



# Course content

## Dates, venues and fees (continued)

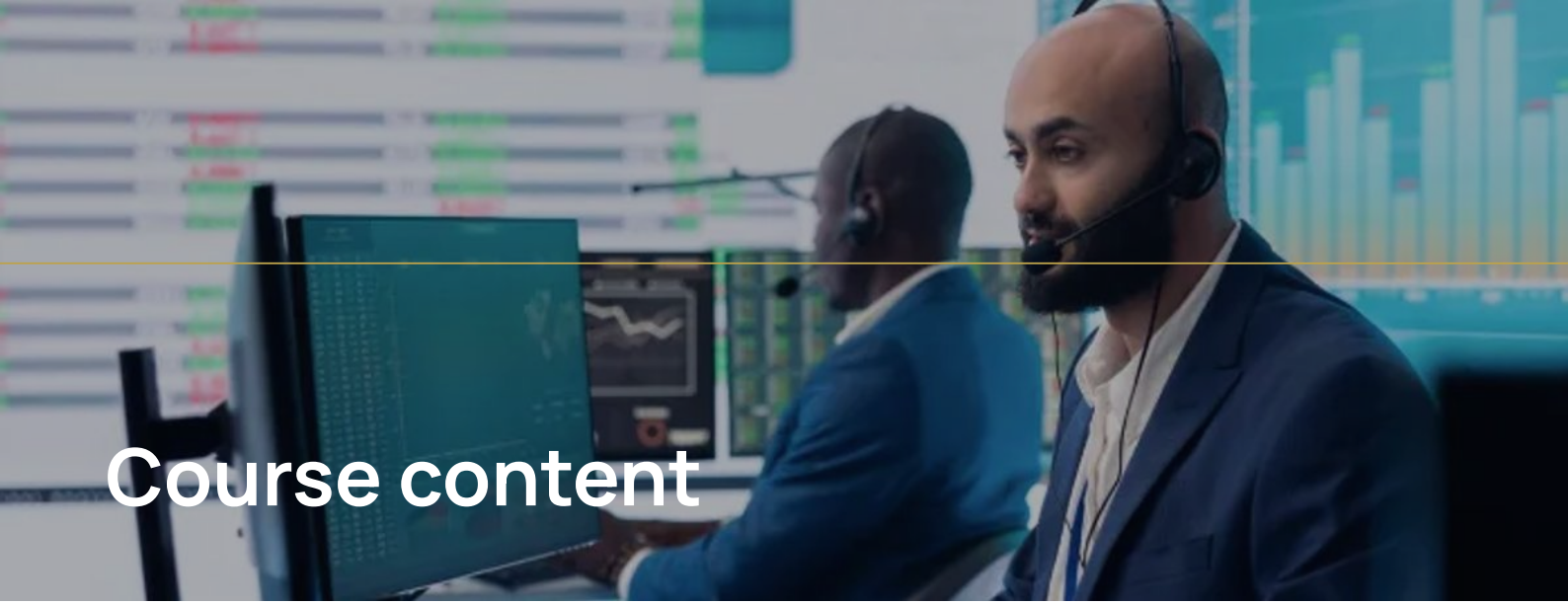
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Vienna<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **€2,940.-** |
| Online<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **€1,250.-** |
| Paris<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **€2,540.-** |
| Online<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **€1,250.-** |
| Singapore<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **€2,820.-** |



# Course content

## Dates, venues and fees (continued)

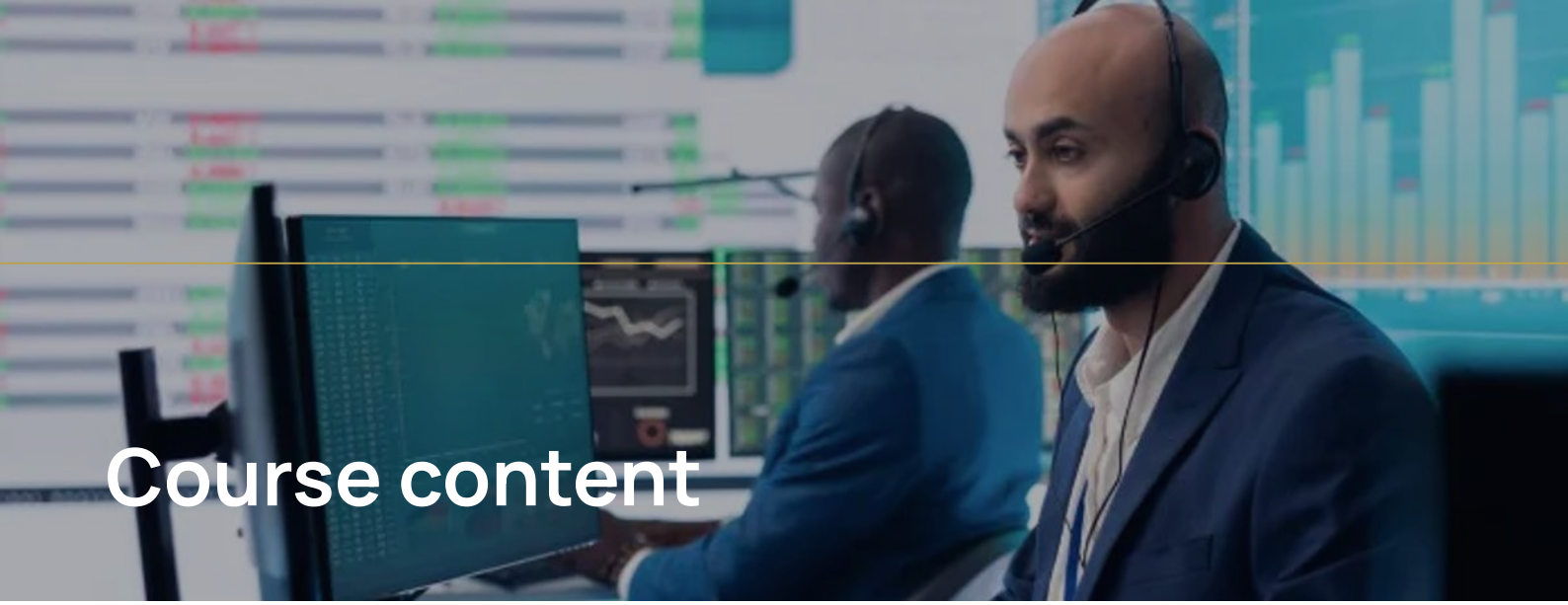
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **€1,250.-** |
| London<br>Confirmed dates | 3 May 2027 | 7 May 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 3 May 2027 | 7 May 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **€1,250.-** |
| Frankfurt<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

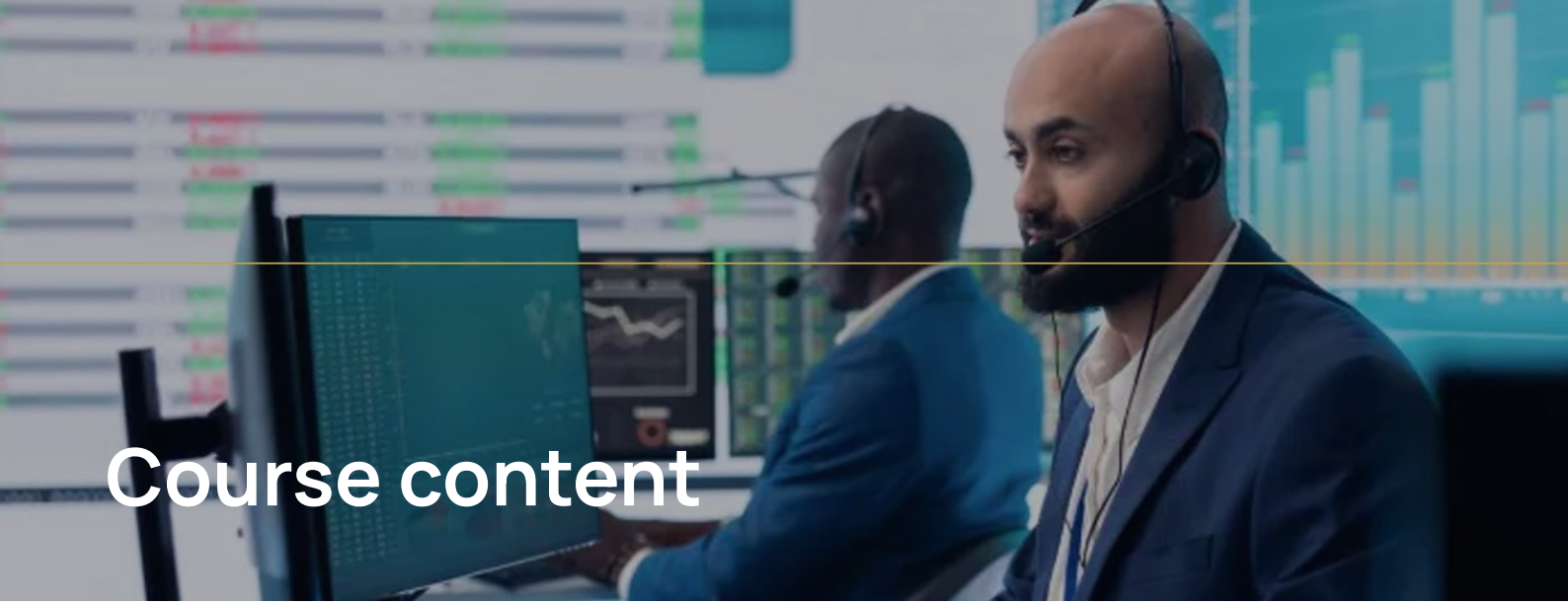
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Barcelona<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **€2,840.-** |
| Online<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **€1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€1,450.-** |
| Online<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **€1,250.-** |
| Paris<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **€2,540.-** |



# Course content

## Dates, venues and fees (continued)

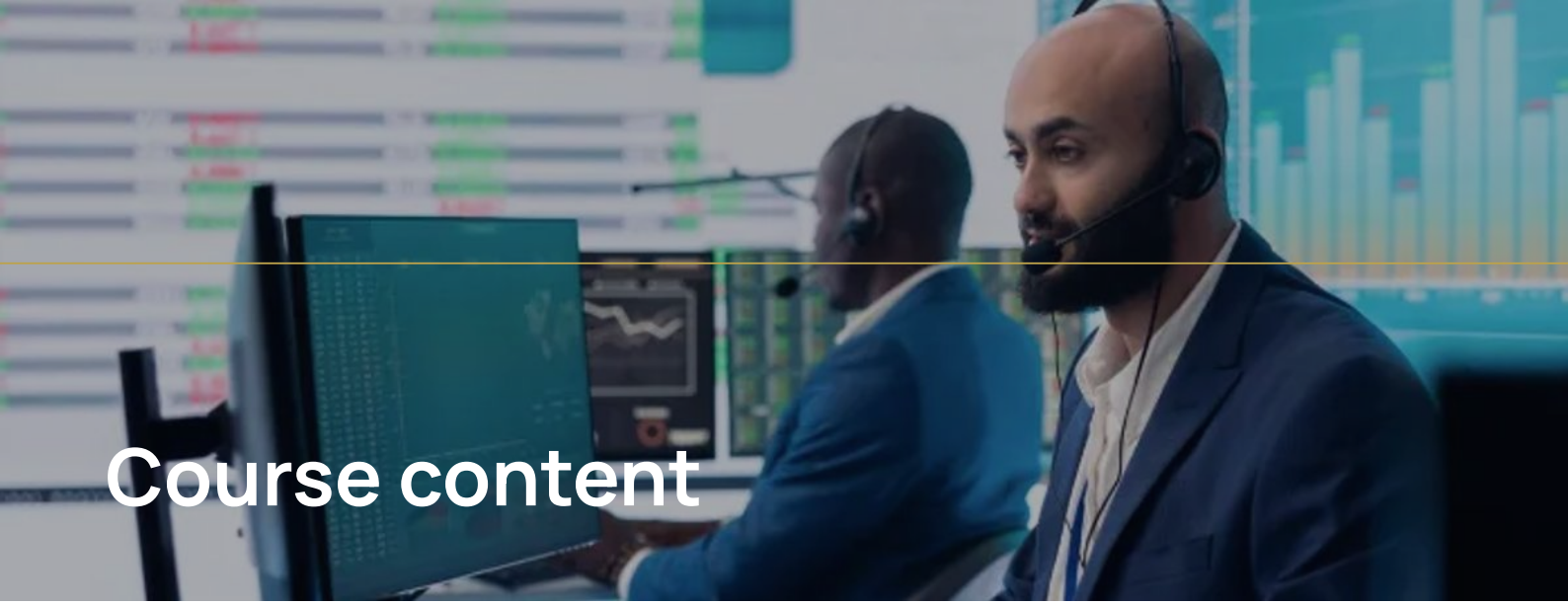
| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **€1,250.-** |
| Singapore<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **€2,820.-** |
| Online<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **€1,250.-** |
| Rome<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **€1,250.-** |
| London<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **€2,450.-** |
| Online<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **€1,250.-** |
| Dubai<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **€3,150.-** |
| Online<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **€1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Frankfurt<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **€2,650.-** |
| Online<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **€1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€1,450.-** |
| Online<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **€1,250.-** |
| Cape Town<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€1,890.-** |
| Online<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **€1,250.-** |
| Paris<br>Confirmed dates | 1 Nov 2027 | 5 Nov 2027 | **€2,860.-** |
| Online<br>Confirmed dates | 1 Nov 2027 | 5 Nov 2027 | **€1,250.-** |
| Istanbul<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **€2,650.-** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (EUR) |
|---|---|---|---|
| Online<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **€1,250.-** |
| Amsterdam<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€2,540.-** |
| Online<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **€1,250.-** |
| Singapore<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **€2,820.-** |
| Online<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **€1,250.-** |

## Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

## Contact Smart Horizon

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The Netherlands

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