



**British Training**

**Financial Analysis, Modeling & Forecasting for Strategic Decision-Making  
Training Course**

**#FB7502**

# Financial Analysis, Modeling & Forecasting for Strategic Decision-Making

## Training Course

### Introduction:

At the British Training Center, we recognize that financial expertise is the backbone of sustainable business growth. This program is meticulously designed to equip professionals with the tools to transform raw data into actionable insights, driving informed strategic choices. Whether navigating market volatility or optimizing investment opportunities, participants will gain a competitive edge through hands-on mastery of financial analysis, advanced modeling techniques, and precise forecasting methodologies.

### Training Objectives and Impact:

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

- Analyze financial statements to assess organizational performance and identify key financial ratios.
- Build dynamic financial models using Excel to simulate business scenarios and evaluate outcomes.
- Apply advanced forecasting techniques to predict revenue, expenses, and cash flow trends.
- Integrate macroeconomic indicators into financial models to enhance decision-making accuracy.
- Evaluate investment opportunities using NPV, IRR, and other valuation metrics.
- Communicate financial insights effectively to stakeholders through data visualization and reporting.

### Targeted Competencies and Skills:

- Financial statement interpretation and ratio analysis.
- Advanced Excel modeling and scenario analysis.
- Time-series forecasting and trend identification.
- Risk assessment and sensitivity analysis.
- Strategic communication of financial results.
- Integration of qualitative and quantitative data in decision-making.

### Target Audience:

#### This program is tailored for:

- Financial analysts, accountants, and CFOs.
- Business managers and strategic planners.
- Investment professionals and portfolio managers.
- Entrepreneurs and startup founders.
- Professionals seeking to transition into finance roles.

## **Course Content:**

### **Unit One - Foundations of Financial Analysis:**

- Overview of financial statements (income statement, balance sheet, cash flow statement).
- Key financial ratios: liquidity, profitability, solvency, and efficiency.
- Trend analysis and benchmarking against industry standards.
- Identifying red flags and financial health indicators.
- Case study: Analyzing a real-world annual report.

### **Unit Two - Financial Modeling Essentials in Excel:**

- Structuring a financial model: best practices and common pitfalls.
- Building revenue and expense drivers using historical data.
- Scenario analysis: base case, best case, and worst case.
- Integrating debt schedules and depreciation models.
- Sensitivity analysis using data tables and goal seek.

### **Unit Three - Advanced Forecasting Techniques:**

- Time-series analysis: moving averages and exponential smoothing.
- Regression analysis for predictive modeling.
- Monte Carlo simulations for risk assessment.
- Forecasting cash flows under uncertainty.
- Incorporating macroeconomic variables (e.g., inflation, interest rates).

### **Unit Four - Valuation and Investment Decision-Making:**

- Discounted cash flow (DCF) methodology.
- Calculating NPV, IRR, and payback periods.
- Relative valuation: comparables and precedent transactions.
- Real options valuation for strategic investments.
- Case study: Valuing a merger or acquisition target.

### **Unit Five - Integrating Analysis into Strategic Decisions:**

- Translating financial insights into actionable strategies.
- Creating dashboards for real-time performance monitoring.
- Presenting financial results to non-financial stakeholders.
- Ethics in financial reporting and model assumptions.
- Final capstone project: Building a comprehensive financial model from scratch.