BLACKBIRD FOR TRAINING

Expert Management Reporting & Data Analysis Course

11 – 15 October 2027
Casablanca (Morocco)



Expert Management Reporting & Data Analysis Course

Ref: 321757_298995 **Date:** 11 – 15 October 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Management reporting and data analysis is the discipline of converting raw operational data into structured business intelligence that guides strategic resource allocation and performance governance. This one-week course equips senior analysts, finance controllers, and departmental leads to structure quantitative reporting architectures, deploy advanced analytical formulas, and build an Executive Performance Dashboard and Variance Model. Delegates evaluate corporate datasets across operational sectors to produce auditable, decision-ready management packs.

Introduction

This course rests on the International Financial Reporting Standards Foundation Management Commentary Framework, the TDWI Data Normalization Principles, and Stephen Few Information Dashboard Design Criteria. Instruction proceeds at an expert level, requiring delegates to dissect complex operational tables rather than basic descriptive summaries. Training is delivered through an intensive modelling build mode, where delegates manipulate multi-source relational tables, calculate variance attribution metrics, and design executive-level dashboards within simulated commercial environments.

Course Objectives

- Interpret relational business datasets to extract clean operational indicators and eliminate source redundancies across departmental streams.
- Distinguish between normalized relational tables and denormalized flat files to optimise data integrity within recurring management dashboards.
- Compare static variance analysis with flexible budget dynamic modelling to isolate genuine volume variances from price adjustments.
- Apply advanced analytical aggregation formulas to compute rolling forecasts, seasonal regressions, and performance trend projections.
- Select appropriate visual display formats to convey complex multidimensional performance data to board members without cognitive overload.
- Justify executive capital allocation recommendations through evidence-based scenario testing and quantitative sensitivity tables.



Target Audience

- Corporate finance analysts managing multi-entity consolidations who must decide between dynamic modelling architectures and traditional static spreadsheets.
- Operational performance controllers tracking departmental key performance indicators who choose how to attribute operational variances.
- Business intelligence specialists structuring internal management summaries who determine how to normalise cross-functional operational tables.
- Strategy managers advising executive committees on resource reallocation who evaluate corporate forecasts against macroeconomic benchmarks.
- Enterprise risk professionals auditing operational throughput who select appropriate quantitative stress-testing scenarios.

Course Outline

Day 1: Data Architecture and Normalization Mechanics

- First Normal Form vs Dimensional Modelling: Structuring Unprocessed Corporate Records for Management Packs
- Relational Key Constraints: Connecting Disparate Enterprise Data Tables via Foreign Identifiers
- Data Cleansing Protocols: Detecting Syntax Anomalies and Missing Records in Operational Tables
- Schema Architecture Design: Structuring Star Schemas to Accelerate Recurring Aggregation Queries
- Audit Trail Verification: Documenting Source Data Modifications to Ensure Complete Analytical Governance

Day 2: Quantitative Formulas and Variance Attribution

- Static Budget Variance vs Flexible Budget Variance: Isolating Operational Performance from Pricing Distortions
- Advanced Lookup Functions: Extracting Cross-Dimensional Parameters Across Unlinked Transactional Matrices
- Index-Match Aggregations: Dynamic Cell Referencing for Multi-Criteria Corporate Data Queries
- Contribution Margin Analysis: Measuring Product Line Profitability Using Marginal Costing Principles
- Trend Extrapolation Mechanics: Applying Moving Averages to Forecast Medium-Term Resource Demand

Day 3: Scenario Modelling and Sensitivity Analysis

- Deterministic Forecasting vs Stochastic Simulation: Projecting Operational Outcomes Under Market Uncertainty
- Two-Way Sensitivity Tables: Quantifying Revenue Fluctuations Across Variable Cost and Price Assumptions
- Scenario Manager Deployments: Benchmarking Best-Case and Downturn Projections for Capital Expenditure
- Break-Even Sensitivity Matrices: Determining Safety Margins Across Diverse Business Operating Segments
-



Dynamic Goal Seek: Calibrating Operational Parameters to Achieve Mandated Corporate Margin Targets

Day 4: Executive Dashboard Architecture and Information Design

- Stephen Few Design Grid vs Exploratory Data Mining: Visualising Core Metrics Without Clutter
- Conditional Metric Formatting: Engineering Automated Alert Rules Based on Predefined Tolerance Thresholds
- Bullet Graph Construction: Displaying Performance Against Target Boundaries within Constrained Screen Space
- Small Multiples Architecture: Presenting Segment Trends Side by Side for Rapid Board Evaluation
- Interactive Slicer Hierarchies: Structuring Top-Down Dashboard Filters for Executive Level Drill-Downs

Day 5: Executive Delivery and Performance Synthesis

- Executive Summaries vs Technical Data Appendices: Presenting Complex Analytical Findings to Leadership
- Variance Narrative Construction: Contextualising Operational Shortfalls Using Quantitative Driver Attribution
- Data-Driven Risk Mapping: Projecting Potential Financial Exposures Across Key Commercial Operations
- Stress-Tested Forecasting Review: Validating Forward Projections Against Historical Actual Performance Curves
- Build: Executive Performance Dashboard and Variance Model Finalisation and Defence

Skills You Will Gain

- Relational Database Normalization
- Flexible Budget Variance Attribution
- Advanced Dynamic Matrix Modelling
- Stochastic Sensitivity Simulation
- Executive Dashboard Information Architecture
- Small Multiples Comparative Layout
- Quantitative Decision Commentary Drafting



Why Attend This Course

- From wrestling with disconnected flat spreadsheets to building robust relational models that aggregate cross-departmental operations effortlessly.
- From generating static monthly summaries to producing interactive executive dashboards that highlight actionable operational deviations instantly.
- From writing descriptive narrative commentaries to constructing evidence-based attribution analyses that explain underlying performance drivers.
- From relying on intuition during budget updates to delivering the completed Executive Performance Dashboard and Variance Model.

Conclusion

Management reporting and data analysis equips decision-makers with rigorous quantitative frameworks to evaluate operational performance and direct strategic capital investments. This course clarifies the distinction between static variance metrics and dynamic operational attribution, as well as between raw operational data collection and executive visual intelligence. It is the appropriate choice for experienced analysts and performance controllers who require sophisticated modelling disciplines to build automated, auditable reporting architectures for executive stakeholders.

Course FAQs

What is management reporting and data analysis?

Management reporting and data analysis is the structured process of consolidating, transforming, and interpreting quantitative operational data. It provides organisational leaders with timely performance metrics, variance breakdowns, and predictive projections required to govern enterprise resources and validate commercial strategy.

What is the difference between static budget variance and flexible budget variance in management reporting and data analysis?

Static variance measures the difference between actual results and the fixed initial plan without volume adjustments. Flexible budget variance recalculates expected revenues and costs using actual operational volume, isolating genuine unit price and operational efficiency deviations from scale effects.

Which standard does management reporting and data analysis follow?

This course follows the International Financial Reporting Standards Foundation Management Commentary Framework for structural performance disclosure, alongside the TDWI Data Normalization Principles and Stephen Few Information Dashboard Design Criteria for quantitative structure and clear visual display.



Is management reporting and data analysis suitable for an operational finance controller?

Yes. The course provides operational finance controllers with quantitative disciplines to automate recurring reporting cycles, reconcile cross-departmental tables, compute root-cause variance attributions, and design executive dashboards that support capital allocation decisions.

What deliverable is produced during management reporting and data analysis?

Delegates build an Executive Performance Dashboard and Variance Model. This tool includes normalized data schemas, flexible variance attribution mechanisms, sensitivity tables, and executive visual interfaces designed for board-level review.

