BLACKBIRD FOR TRAINING

Strategic Financial Analysis Through AI: Transforming Finance

23 – 27 May 2027
Amman (Jordan)



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Introduction

Artificial intelligence has become an influential tool in developing financial analysis. It helps organizations read financial data more deeply, improve forecasting accuracy, and support strategic decisions based on clear indicators. As data volumes increase and business environments continue to change, finance teams need more flexible analytical methods that help them understand performance, identify risks, discover opportunities, and improve the quality of financial planning.

This course focuses on strategic financial analysis through AI: transforming finance by connecting financial analysis concepts with intelligent technologies used in data analysis, forecasting, scenario building, performance measurement, and decision-support reporting. It also explains how artificial intelligence can strengthen the role of finance in planning, control, risk management, and institutional efficiency improvement.

The course is structured over one week in a clear sequence. It begins with the fundamentals of strategic financial analysis and the role of artificial intelligence, then moves into financial data analysis, financial forecasting, risk analysis, intelligent reporting, and an integrated application that connects all topics to a practical financial case.

Course Objectives

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

- Understand the role of artificial intelligence in developing strategic financial analysis.
- Identify the relationship between financial data, intelligent analytics, and decision support.
- Analyze financial statements and key indicators using a more structured approach.
- Use data to evaluate financial performance and identify trends and gaps.
- Understand artificial intelligence applications in financial forecasting and outcome prediction.
- Build financial scenarios that support alternative analysis and better decision-making.
- Analyze financial and operational risks and connect them with financial performance.
- Use financial and non-financial indicators to support strategic direction.
- Improve financial reporting for management through clear, data-based presentation.
- Evaluate the impact of artificial intelligence on financial planning, control, and continuous improvement.
- Understand data quality and governance requirements when applying intelligent analytics.
- Develop a practical concept for using artificial intelligence in strategic financial analysis within an organization.



Course Outlines

Day 1: Introduction to Strategic Financial Analysis and Artificial Intelligence

- The concept of strategic financial analysis and its role in supporting management.
- The role of artificial intelligence in developing finance and analysis functions.
- The difference between traditional financial analysis and analysis supported by intelligent technologies.
- The relationship between financial data, indicators, and strategic directions.
- The impact of intelligent analytics on the quality of financial decision-making.
- Practical examples of artificial intelligence use in financial management.

Day 2: Financial Data Analysis and Performance Indicators

- Collecting, organizing, and preparing financial data for analysis.
- Analyzing financial statements and linking results to organizational performance.
- Using financial indicators to evaluate profitability, liquidity, efficiency, and stability.
- Reading financial trends and comparing actual performance with targets.
- Identifying gaps and variances and analyzing their financial causes.
- Practical application on analyzing financial data and extracting decision-support indicators.

Day 3: Financial Forecasting and Scenario Building

- Using artificial intelligence to forecast revenues, expenses, and cash flows.
- Analyzing historical data to support future financial projections.
- Building multiple financial scenarios based on different assumptions.
- Using sensitivity analysis to understand the impact of changes in key variables.
- Linking financial forecasting with strategic planning and resource management.
- Practical application on preparing data-based financial forecasts and scenarios.

Day 4: Risk Analysis and Financial Decision Support

- Identifying financial and operational risks that affect performance.
- Using intelligent analytics to detect unusual patterns.
- Connecting risks with profitability, liquidity, cash flows, and investments.
- Analyzing the impact of financial decisions on short-term and long-term results.
- Supporting financing, investment, and cost-reduction decisions using data.
- Practical application on evaluating a financial decision through multiple indicators and risks.



Day 5: Intelligent Reporting and Integrated Application

- Preparing strategic financial reports for senior management.
- Presenting indicators and results clearly to support decision-making.
- Using dashboards to monitor financial performance and trends.
- Reviewing data quality and governance in intelligent financial analysis applications.
- Defining indicators to measure the success of artificial intelligence use in financial analysis.
- Integrated application for building a practical model of strategic financial analysis supported by artificial intelligence.

Why Attend this Course: Wins & Losses!

- Gain practical understanding of the role of artificial intelligence in developing financial analysis.
- Improve the ability to analyze financial data and connect it with strategic decisions.
- Develop stronger skills in reading financial statements and indicators.
- Use financial forecasting to support planning and resource management.
- Build financial scenarios that help evaluate alternatives before making decisions.
- Strengthen the ability to analyze risks and their impact on financial performance.
- Improve the quality of financial reports presented to senior management.
- Support financial decisions with clearer data and more accurate indicators.
- Understand data quality and governance requirements when using intelligent analytics.
- Develop a practical concept that can be applied in a finance work environment.

Conclusion

The Strategic Financial Analysis Through AI: Transforming Finance course provides a practical training framework that helps participants understand how artificial intelligence can be used to analyze financial data and support strategic decisions. The course covers the key areas that connect data, financial indicators, forecasting, scenarios, risks, and financial reporting, supporting better financial analysis quality within organizations.

The program follows a clear sequence. It starts with the general concepts of strategic financial analysis and the role of artificial intelligence in developing finance functions. It then moves into data and indicator analysis before focusing on financial forecasting and scenario building. The course also addresses risk analysis and financial decision support before concluding with intelligent reporting and integrated application on the final day.

Through the practical application, participants will connect the course content with a realistic financial case, analyze data, extract indicators, build forecasts and scenarios, identify risks, and prepare a strategic financial report that supports decision-making. The course provides applicable knowledge across financial management, financial planning, analysis, control, investment, and risk management, supporting better financial performance and stronger institutional decision-making.

