



Analytics for Accountancy & Finance Tool Kits



SPECIALIST TRAINING TO SUPPORT THE EVER-CHANGING MODERN WORLD

The world is changing, and with that, data literacy skills have become more important than ever. As companies embrace data-driven decision making, and with the move towards increased use of automation, it is essential that individuals are prepared to meet the future demands of business and society.

This presents an incredible opportunity for those working in accounting and finance to expand their skill set to include data analytics and lead the way in translating data into strategic insight and organisational change.

Join the Institute of Analytics (IoA) and unlock access to the IoA Analytics for Accounting and Finance Tool Kits to begin preparing now for your future.

A New League of Super Accountants & Financial Analyst

The IoA Analytics for Accountancy and Finance Tool Kits offers specialist data analytics training to complement existing accounting skills to help you join the new league of super accountants and financial analysts.

You'll gain the skills to work in partnership with business leaders to support evidence-based strategic decision making to:

- Increase operational efficiencies.
- Identify process improvements.
- Predict where the business will go and how to get there.

How data analytics can help your business



Replacing static charts with interactive dashboards allows senior management to explore how small changes in the parameters can impact results.



Data types such as free text can bring insight to support pricing decisions, asset optimisation and cost reduction.



New data structures allow massive improvements in the speed of complex analysis.

Case Study: Carnival Cruise Line

With 85 million passenger days per year, getting each cruise-goer to spend just one more dollar a day can add \$85 million to annual revenue.

Carnival uses a range of Big Data analytics to identify people in 'vacation mode' and segment those potential customers to match existing Carnival brands. This allows Carnival to optimise pricing for different cabin classes and cruises.

Passengers have smart bands to smooth the passenger journey which provide real-time inventory monitoring, along with predictive maintenance analytics to maximise savings. Carnival was able to generate a 1.5% - 2.5% uplift in net ticket revenue in just one smart ticketing experiment, and reduce costs.

The Tools in Your Tool Kits

The IoA Analytics for Accountancy and Finance Tool Kits will help you transition easily to working with new tools and new types of data. You will:

- Access 100+ hours of hands-on training to give you the skills you need.
- Develop new, complementary skills while working exclusively with financial data.
- Learn from your mobile or PC with no training environment or software to install.
- Progress from beginner to advanced at a pace that works for you.
- Receive support if you get stuck.

Join the IoA Now & Begin Building Your Future

You will receive all the benefits of membership including the IoA Analytics for Accountancy and Finance Tool Kits:

Spreadsheets and Dashboards

Plot basics, Handling large tables in the cloud, Building interactive dashboards



Business Intelligence Systems

Working with Business Intelligence (BI) systems, Map data



Cloud Data Ingestion

Filtering data with SQL, Dealing with tricky data structures



R Analysis and Time Series

Introduction to R, Optimising time-based analysis with R, Predictive analytics in R, Portfolio analysis in R



Python Analysis

Introduction to Python, Optimising time-based analysis in Python, Valuation in Python, Importing and managing data in Python



Benefits of the IoA Analytics for Accountancy & Finance Tool Kits



For You

Discover new skills and put yourself in pole position to meet the future demands of industry.

- Prepare yourself for emerging technologies such as integrated solutions.
- Identify opportunities created by changes in legislation as data analytics becomes more prevalent.

For example, legislation around interoperability and data usage can create opportunities for smaller players in the markets.

- Play your part in supporting Net Zero goals thanks to the major role that analytics plays in delivering circularity, increasing the life cycle of a product, reducing waste and optimising consumption of resources such as energy and water.

For Your Business

Upskill your finance team & bring your business to the next level.

- Reduce risk as decision making is based on facts & insights.
For example, continuous real time monitoring of fraud, tax irregularities and market manipulation might be viable, rather than relying on sampling.
- Streamline and, in some cases, automate processes to free up highly trained staff to play a more supportive role in high level decision making.
- Expedite critical business decisions.
- Offer more personalised services to support changing customer expectations.

“

A lot of people are still trying to function off Excel files, offline. With analytics training from the IoA, I can combine my data and finance knowledge.

My job now is to make sure we don't have rogue Excel files outside of the system, and have one source of truth for people to access. It's rewarding when it all comes together for the better.”

Ian, Financial Analyst

Show your commitment to developing your team with **IoA Corporate Partnership**. You'll enjoy special member rates and recognition as a progressive company that operates to the highest professional standards. Find out more at ioaglobal.org.

Your Future Starts Here!

If you are a qualified accountant or working in finance, you have a unique opportunity to progress your career with the IoA. It's as easy as 1 + 2 + 3:

- 1 Join IoA Now**
You will join as an Associate Member, the perfect starting point for you to maximise the impact you bring to your business.
- 2 Enjoy the Benefits of Membership**
Including the Analytics for Accountancy and Finance Tool Kits with 100+ hours of training, 350+ analytics training courses, member forums, professional status and more.
- 3 Move up the Ranks to Reflect Your Achievements**
You can upgrade to Full Member (MIoA) after 2 years as an Associate Member to reflect your new knowledge and capabilities.

Want to Take Your Learning Further ?

As an IoA Member, after you work through the Accounting and Financial Tool Kits, you can also access additional training. We have a full training program aligned to the IoA Analyst Competency Framework, the benchmark for analytics skills. This includes our Business Analyst and Data Analyst tracks which cover advanced technical skills such as machine learning.

Governance & Professionalism

The application of standards and professionalism to do analysis

Knowledge of Analytical Tools

The knowledge of techniques to carry out analysis

Leadership & Personal Effectiveness

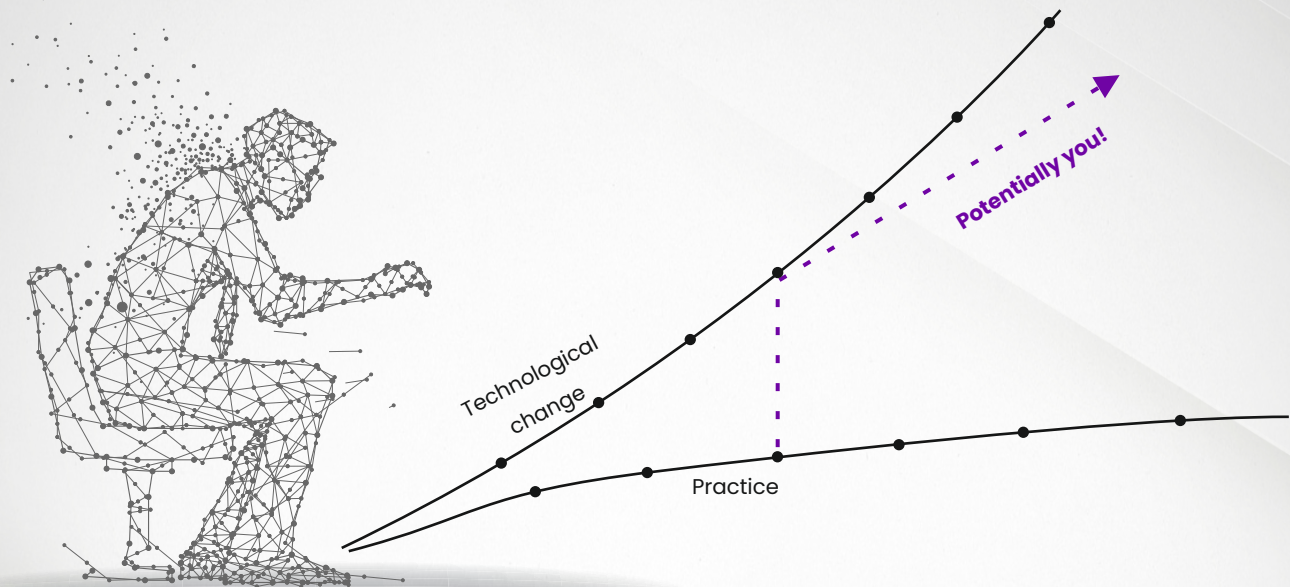
The knowledge and skills to work with others

Communication Skills

The ability to generate compelling data stories and share insight



Reset Your Trajectory with IoA Membership



About the Institute of Analytics (IoA)

The IoA is the global body for analytics and data science professionals. Our mission is to advance the use of evidence-based decision making to transform business and society and promote ethical data practice.

We help our members stay ahead of the curve in the data age through:

- Access to 350+ hours of training to help you stay relevant and support your continuing professional development.
- Thought leadership and important updates about the latest developments that could create opportunities for you and/or your business.
- The opportunity to propel your career in new directions via our Business Analyst and Data Analyst learning tracks and training in professional practice, ethics, communication and leadership.
- The IoA Analyst Competency Framework to help you structure your learning in line with industry expectations.
- Networking with peers in-person and online.

To find out more about how the IoA can evolve and shape your future and to join, please go to ioglobal.org.



Institute of
Analytics

The Global Body for Analytics

IOA - The Institute of Analytics

167-169 Great Portland Street

5th Floor, London, W1W 5PF

© Institute of Analytics

hello@ioaglobal.org

ioaglobal.org