

Setting The Stage: The Finance Profession Has Changed

**An Inspiration for Finance Professionals to
Pursue ACCA Data Analytics**

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Imagine This...

- A CFO presents record profits to the Board.
- Three weeks later, the figures are withdrawn because critical data was incomplete.
- The accounting was correct.
- The data was not.



Today, poor decisions are caused more by poor data than poor bookkeeping.

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The Finance Profession Has Changed

Yesterday

Recording transactions, Preparing reports, Looking backward, Explaining what happened

Today

Analysing data, Predicting trends
Building dashboards, Supporting strategic decisions



Finance professionals are now expected to drive business decisions.

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Data Is the New Currency

Every organisation generates enormous amounts of data every day.

- Sales
- Customers
- Inventory
- Payroll
- Operations
- Finance



Success no longer depends on having data. Success depends on understanding data.

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Excel Alone Is No Longer Enough

Employers now expect professionals who can use

- Advanced Excel
- SQL
- Power BI
- Python
- Interactive Dashboards



**Modern finance goes beyond
spreadsheets.**

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The Invisible Business Problem

A company experienced declining profits for over a year. Financial statements looked normal.

Data analytics revealed

- One product line was destroying profitability.
- Two branches consistently underperformed.
- Customer returns had doubled.



The answers were hidden in the data.

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CEOs Are Asking Different Questions

- Which customers generate the highest profits?
- Which products should we discontinue?
- Where are unnecessary costs?
- What will happen next quarter?



These are no longer accounting questions. They are data analytics questions.

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Artificial Intelligence Is Reshaping Finance

AI now prepares

- Reports
- Forecasts
- Reconciliations
- Variance analyses

Human value now comes from

- Analysis
- Interpretation
- Business insight
- Strategic recommendations

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The Skills Gap Is Growing

Thousands can prepare financial statements.

Far fewer can

- Analyse large datasets
- Build dashboards
- Use SQL
- Use Python
- Tell compelling stories with data



Scarcity creates opportunity.

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The New Finance Professional

Today's finance professional combines

- Accounting
- Technology
- Business Intelligence
- Analytics
- Communication
- Decision Support



Finance is becoming a strategic business partner.

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Where the Opportunities Are

- Banks
- Big Four Firms
- Manufacturing
- Oil & Gas
- FinTech
- Consulting
- Government
- Remote International Employment



Every industry needs data-driven finance professionals.

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Your Career Without Data Analytics

- Routine reporting
- Increasing automation
- Limited advancement
- Greater competition
- Lower earning potential



The future belongs to those with analytical skills.

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Your Career With ACCA Data Analytics

Become

- A Business Partner
- A Performance Analyst
- A Data-driven Finance Professional
- A Dashboard Specialist
- A Trusted Adviser



**You become difficult to
replace.**

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Why ACCA Data Analytics?

Develop practical skills in

- Advanced Excel
- SQL
- Power BI
- Python
- Business Intelligence
- Data Visualisation



**These are the skills employers
seek today.**

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Global Opportunities

Data Analytics creates opportunities for

- International careers
- Remote employment
- Consulting
- Higher salaries
- Cross-border projects



Data has become a global language.

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The Finance Function Has Evolved

Finance has moved from

- Recording
- Reporting
- Analysing
- Predicting
- Influencing Strategy



Data Analytics sits at the centre of modern finance.

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Why Every Finance Professional Needs Data Analytics

Management expects finance professionals to

- Explain trends
- Predict outcomes
- Identify risks
- Measure performance
- Recommend actions



The future accountant must be a data analyst.

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The Global Power of ACCA Data Analytics

- Internationally recognised
- Practical and career focused
- Relevant across every industry
- Designed specifically for finance professionals



**A gateway to the future of
finance.**

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A Simple Truth

Accounting tells you what happened.

Data Analytics tells you

- Why it happened.
- What will happen next.
- What management should do.



**That is the
difference.**

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The Decision

You can remain a traditional finance professional...

Or become a data-driven finance leader.

You can compete with thousands...

Or distinguish yourself with skills that organisations urgently need.



**The finance profession
has changed.**

**The opportunities are enormous.
Your moment is now.**

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