

INTRODUCTION

Good afternoon, distinguished participants.

It gives me great pleasure to welcome you to this orientation on **ACCA Data Analytics for Finance Professionals**.

Over the years, the accounting and finance profession has undergone remarkable transformation. We have moved from manual records to spreadsheets, from spreadsheets to Enterprise Resource Planning systems, and today we are in the era of Artificial Intelligence, Business Intelligence, and Data Analytics. The expectations of employers and business leaders have changed significantly.

Today, finance professionals are no longer expected merely to prepare reports. They are expected to analyse data, generate insights, predict trends, support strategic decisions, and create value for their organisations. Those who possess these capabilities are becoming increasingly valuable, while those who rely solely on traditional skills risk being left behind.

This presentation is therefore intended to set the context. It is designed to help us understand why the finance profession has changed, why data analytics has become an essential competency, and why ACCA has developed this globally recognised programme specifically for finance professionals.

As we go through the next few minutes, I encourage you to think beyond obtaining another certificate. Think about positioning yourself for the future of finance, enhancing your professional relevance, and creating opportunities for career growth both within Nigeria and across the global marketplace.

Ladies and gentlemen, let us begin our journey by understanding **how the finance profession has changed and why data analytics is now at the heart of modern finance**.