



◆ ***A.J.SILICON*** ◆

# GLOBAL CERTIFICATIONS ORIENTATION

**Introduction to ACCA Data Analytics for Finance Professionals**

**Adebola A. Odeyemi**

**FCA, FMC, CMC, ACCA-DA**

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WHY THIS MATTERS NOW

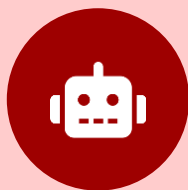
# FINANCE HAS MOVED FROM COUNTING THE PAST TO PREDICTING THE FUTURE

The volume of business data and the power to analyse it have exploded. As guardians of organisational data, finance teams are now expected to turn that data into forward-looking insight — not just historical reports.



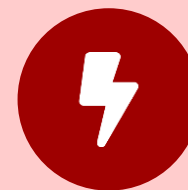
**90%**

of the world's data was created in just the last few years — most of it unstructured.



**AI**

and automation are reshaping finance roles, raising the premium on analytical skill.



**4**

types of analytics now drive decisions — from what happened to what to do next.

SETTING THE FOUNDATION

# WHAT IS DATA ANALYTICS IN FINANCE?

## DEFINITION

Data analytics is the disciplined process of collecting, cleaning, exploring and interpreting data to produce insight that supports better business and financial decisions.

*For finance professionals, it means moving beyond "what the numbers say" to "what we should do next."*

1

### Collect & clean

Pull data from systems, spreadsheets and external sources; fix gaps and errors.

2

### Explore & analyse

Apply techniques to find patterns, trends and relationships in the numbers.

3

### Visualise

Turn analysis into clear dashboards and charts decision-makers can read fast.

4

### Decide & act

Translate insight into pricing, budgeting, risk and strategy decisions.

THE CORE CONCEPT

# THE FOUR TYPES OF ANALYTICS

The ACCA certificate is built around leveraging all four — together they answer the full decision-making question.



## DESCRIPTIVE

**What happened?**

Reporting on past performance — revenue, margins, variances.



## DIAGNOSTIC

**Why did it happen?**

Drilling into causes behind a cost spike or sales dip.



## PREDICTIVE

**What is likely next?**

Forecasting cash flow, demand and credit risk.



## PRESCRIPTIVE

**What should we do?**

Recommending the best action to optimise the outcome.

THE BUSINESS CASE

# WHERE ANALYTICS CHANGES HOW FINANCE WORKS



## Sharper reporting

Faster, cleaner, automated reports that free finance teams from manual rework and reduce error.



## Business intelligence

Live dashboards turn scattered data into a single, trusted view of the business.



## Performance review

Track the right KPIs and a broader set of measures — people, profit and purpose.



## Insight generation

Spot patterns and risks early, and advise leadership with evidence, not gut feel.

THE CREDENTIAL

# ACCA CERTIFICATE IN DATA ANALYTICS FOR FINANCE PROFESSIONALS

Developed in response to insights from over 900 finance leaders — designed by a globally recognised professional body and usable as verifiable CPD.



## Online & on-demand

Self-paced, interactive learning — fit it around a full-time finance role.



## 8 structured modules

From data fundamentals to advanced techniques and ethical practice.



## One-hour exam

A single online assessment to confirm your competence.



## Certificate + digital badge

A shareable, globally recognised credential for your profile.

KEY SKILLS YOU'LL GAIN

# WHAT YOU WALK AWAY ABLE TO DO



Leverage the four types of analytics to support financial decisions, business intelligence and strategy.



Apply essential and advanced analytics techniques, grounded in industry best practice.



Use data visualisation to turn raw data into clear, actionable insight.



Understand the role of AI, machine learning and tools like Python, R and SQL.



Apply sound data governance and security practices in your work.



Work with the scepticism and ethics that trustworthy analysis demands.

PRACTICAL TOOLKIT

# TOOLS YOU'LL BECOME COMFORTABLE WITH

The certificate introduces widely used — and often free — tools, so you can apply analytics to real financial data straight away.



**Excel**

Advanced analysis and modelling in the tool you already know.



**Power BI**

Interactive dashboards and business intelligence reporting.



**Python**

Automating analysis and working with larger datasets.



**R**

Statistical analysis and deeper data modelling.



**SQL**

Extracting and querying data from databases.



**Visualisation**

Communicating insight clearly to non-technical stakeholders.

# WHERE THIS COURSE CAN TAKE YOU

## ROLES THE ACCA-DA UNLOCKS

- ✓ Data & Finance Analyst
- ✓ FP&A / Business Intelligence Specialist
- ✓ Finance Business Partner
- ✓ Risk, Fraud & Compliance Analytics
- ✓ Audit Analytics (internal, external, IT)
- ✓ Consultant / Advisory & Fintech roles

## YOUR ACCA ADVANTAGE

Many data analysts struggle with business context. Many accountants lack analytics skills. Combine both — and you become rare and high-value.



Future-proof: as AI automates routine work, analytical judgement keeps you indispensable — and moves you from scorekeeper to strategic advisor.

# IN DEMAND ACROSS EVERY INDUSTRY

Every industry now runs on data — and as an ACCA professional you already speak the language of business, finance and numbers.



## Finance & Banking

Risk analysis, fraud detection, FP&A and compliance analytics.



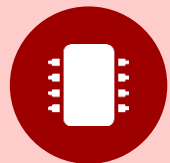
## Healthcare

Predictive diagnostics and operational efficiency analytics.



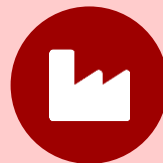
## Retail & E-commerce

Customer behaviour and pricing optimisation.



## Technology

Product analytics and performance optimisation.



## Manufacturing

Supply chain and operational analytics.



## Public Sector

Policy analytics and resource allocation.

# GO GLOBAL — WORK REMOTE, EARN GLOBALLY

Remote work removed the borders. With these skills, professionals in Nigeria compete for roles in Europe, the U.S. and the Middle East — from home.



**34%**

projected growth in data roles by 2033 — far faster than the average job.



**\$62K–\$175K**

typical global salary range for remote data analytics professionals.



**13K+**

active remote data roles advertised on a single global job platform.



**No visa. No relocation.** Nigerian professionals also enjoy a time-zone advantage with Europe and the U.S. East Coast.

BEFORE YOU ASK

# FREQUENTLY ASKED QUESTIONS



## Do I need a tech or coding background?

No. It's built for finance professionals — you start from business questions, not code.



## How is it delivered, and how long?

A. J. Silicon runs a guided, live instructor-led cohort over 10 weekends (Sat & Sun).



## Is it recognised? Does it count as CPD?

Yes — a globally recognised ACCA credential and verifiable CPD, with a shareable digital badge.



## Who is it for?

Accountants, auditors, bankers, tax practitioners, consultants and managers.



## What do I need to start?

Microsoft Excel familiarity, an interest in data, and a laptop with reliable internet.



## How do I enrol?

Through A. J. Silicon — early-bird ₦225,000 until 11 July 2026 (₦250,000 after). Details next.

THE A. J. SILICON COHORT

# YOUR ACCA-DA PROGRAMME AT A GLANCE

A structured, live instructor-led programme that walks finance professionals through the certificate — built around your weekends.



**COMMENCES**

**8 August 2026**



**DURATION**

**10 weekends**



**SCHEDULE**

**Sat 11am–5pm  
Sun 2pm–5pm**



**MODE**

**Online & live  
(instructor-led)**

## WHAT YOU GET WITH A. J. SILICON



**Practical Learning**

Hands-on projects and real-world case studies.



**Business Solution**

Turn data into actionable business insight.



**Finance Focused**

Tools and techniques tailored for finance.



**Career Advantage**

Boost your value and stand out in the market.

FEES & ENROLMENT

# RESERVE YOUR SEAT

EARLY BIRD

~~₦~~**225,000**

Ends 11 July 2026

Save ₦25,000 with early registration

OFFICIAL PRICE

~~₦~~**250,000**

Standard fee after the early-bird window closes.

HOW TO ENROL



**Pay to:** Zenith Bank  
A. J. Silicon •  
**1013645866**



**Send evidence & enquiries (WhatsApp):**  
**0907 171 3185**



**Register before 11 July 2026** to lock in the early-bird price and save ₦25,000.

THANK YOU

# LET'S GUARD TRUST AND GROW CAREERS IN THE AGE OF DATA.

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Questions? The Q&A session follows later in today's A. J. Silicon programme.



**PARTICIPATE — DON'T SPECTATE.**

◆***A.J.SILICON***◆

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14B, Amara Olu Street, Off Zenith Bank Branch,  
Lateef Jakande Road, Agidingbi-Ikeja. Ikeja, Lagos.

0805 527 2046, 09130232184