

---

# Business Analytics

---

## Overview

This course helps participants understand the concepts behind the assessment and the management of the overall performance and risk exposure of a business or department. In it, we develop and construct dashboards using internal data and outline how participants would undertake the same, regardless of what types of systems (if any) that their organization uses. Our goal is to unlock the meaning of the numbers that circulate around an enterprise for the purpose of ultimately making better, more informed and pre-emptive decisions.

## Learning Outcome Statements

- Learn how to use business analytics such as Key Performance Indicators (KPIs) and Key Risk Indicators (KRIs) for management and risk management
- Develop dashboards from business analytics
- Organize and utilize internal data for forecasting and measuring performance
- Create performance and KRI targets
- Understand dashboard software offerings

## Key Contents

- What are Business Analytics?
  - Driving decision-making
  - Driving Strategy-setting
- Typical analytics:
  - Key Performance Indicators (KPIs)
    - Profit and Loss
    - Cashflow and Liquidity
    - Growth
  - Key Risk Indicators (KRIs)
    - Credit risk related KRIs
    - Market Risk-related KRIs
    - Operational Risk-related KRIs
- Establishing KPIs
- Setting targets
- Forecasting KPIs
- Establishing KRIs
- Setting Targets

- Forecasting KRIs
- Management and Business with KPIs and KRIs
- Capturing KPIs and KRIs in dashboard form
  - What makes a dashboard effective?
    - Structure
  - Timing and frequency of data
    - Choosing the right timeframe
    - Executive timeframes
    - Management timeframes
    - Board oversight timeframes
  - Substance of the data
    - Statistics
    - Raw figures
    - Trends
    - Forecasts
  - Review of dashboard types
- Understanding what you need without deep rocket science
  - Basic statistics
    - Frequency
    - Severity
  - Graphs
    - Trends
    - Distributions
    - Basic moments
    - Forecasting and trendline setting
- Basics
  - Identifying data sources
  - Organizing the data collection effort
    - Data structured around executive functions
    - Data structured around reporting and board oversight structures
  - Use of systems
  - Collection without systems