FINANCIAL ACUMEN:
FINANCIAL MODELING SERIES

Top-Line Modeling

COURSE LENGTH

Two 2-Hour Virtual Sessions or
One Half-Day In Person

DESCRIPTION

Financial professionals are frequently tasked with creating effective models that are accurate and dynamic. Top-line modeling, or "revenue modeling," brings a specific set of challenges. The power of an effective revenue model comes from the ability to account for volatility and variable inputs. This course introduces the key techniques and best practices for building revenue-specific financial models that account for seasonality and uncertainty. Through hands-on examples in Excel, participants build from scratch financial models that produce baseline and dynamic outputs in response to changes in real-world scenarios. Examples and illustrations utilize financial and treasury applications.

LEARNING OBJECTIVES

— Estimate expected revenue growth rates

— Conduct time series analysis and forecasting-soothing and seasonality

— Conduct regression analysis and forecasting

— Model revenue uncertainty using simulations

AGENDA

— Introduction (5%)

— Examining the historical growth rates (10%)

— Estimating the expected growth rates (20%)

— Practice and discussions (10%)

— Modeling time series data and forecasting accuracy evaluations (10%)

— Modeling revenue with seasonality (10%)

— Modeling revenue using regression analysis (25%)

— Modeling revenue uncertainty using Monte Carlo simulations (10%)