



Course : Revenue Forecasting & Analysis (RFax)

City :	Riyadh	Hotel :	Four Seasons Hotel Riyadh at Kingdom Centre
Start Date :	2025-11-23	End Date :	2025-11-27
Period :	1 Week	Price :	3950 \$

Course Overview

Effective revenue forecasting is a cornerstone of sound financial planning, budgeting, and long-term business sustainability. This specialized course equips finance professionals with the analytical tools and forecasting techniques required to anticipate income trends, reduce uncertainty, and support strategic decision-making.

In today's dynamic economic environment, organizations in both the public and private sectors depend on reliable forecasting models to project revenue flows and align operational plans with strategic objectives. The program provides a comprehensive overview of statistical forecasting methods, demand planning, and revenue analysis best practices, enabling participants to apply the most relevant techniques to their organizational context.

Through case studies, practical exercises, and real-world applications, participants will gain the confidence to use predictive tools that enhance financial performance and guide strategic initiatives. Whether preparing budgets, advising leadership, or managing financial controls, this course empowers participants to deliver measurable impact through improved forecasting.

Course Objectives

By the end of the course, participants will be able to:

- Understand the critical role of revenue forecasting in strategic planning and budgeting.
- Apply accurate and reliable forecasting techniques tailored to organizational needs.
- Perform detailed revenue analysis to identify patterns, trends, and insights.
- Evaluate the strengths and limitations of various forecasting models.
- Conduct comparative assessments of current versus projected revenue streams.
- Leverage best practices and advanced tools to improve forecasting accuracy.
- Support executive-level decision-making through informed financial projections.

Target Audience

Public and private sector financial executives
Finance managers, controllers, and directors
Accountants and auditors involved in reporting and planning
Business development and strategy professionals

Financial analysts and consultants supporting executive leadership
Professionals in banks and financial institutions
Board directors and senior decision-makers seeking forecasting insights

Methodology

The Revenue Forecasting & Analysis (RFax) course is designed using a blend of interactive, practical, and analytical learning methods to ensure participants gain both conceptual understanding and hands-on forecasting skills. The methodology includes:

Expert-Led Presentations – Covering the principles, frameworks, and best practices in revenue forecasting and analysis.

Case Studies & Real-World Examples – Examining successful and unsuccessful forecasting scenarios to highlight lessons learned.

Hands-On Exercises & Workshops – Applying forecasting techniques, statistical models, and Excel-based tools to real data sets.

Group Discussions & Problem-Solving Sessions – Encouraging collaboration and peer learning to address forecasting challenges.

Role-Playing & Scenario Analysis – Simulating board-level decision-making and forecasting strategy discussions.

Analytical Tools & Software Applications – Demonstrating predictive models, trend analysis, and revenue simulation techniques.

Feedback & Reflection Sessions – Allowing participants to consolidate learning and develop actionable forecasting plans for their organizations.

Course Outline

Day 1: Introduction to Revenue Forecasting & Analysis

- The budgeting context
- The nature and process of revenue forecasting
- Identifying revenues to forecast
- Identifying expenditures to forecast
- Purpose and importance of revenue forecasting
- Core principles of effective forecasting

Day 2: Revenue Forecasting Steps

- Selecting the forecast period
- Establishing assumptions
- Choosing appropriate forecasting methods
- Evaluating forecast estimates
- Monitoring outcomes and comparing with forecasts
- Updating and refining forecasts

Day 3: Revenue Forecasting Methods

- Qualitative and judgment-based forecasting techniques
- Time series forecasting – fundamental concepts
- Naïve forecasting models
- Moving average forecasting
- Regression-based forecasting methods
- Exponential smoothing techniques

Day 4: Revenue Analysis

- Concept and scope of revenue analysis
- Strategic importance of revenue analysis
- Products and services as revenue drivers
- Maintaining accurate taxpayer registries (for public sector context)
- Key challenges in revenue analysis
- Using a revenue analysis worksheet for practical application

Day 5: Governance and Strategic Role of Forecasting

- How to choose the right forecasting technique
- Methods, products, and the business life cycle
- Forecasting growth rates and quality factors
- Enhancing revenue and forecasting accuracy through active planning
- Corporate governance considerations in forecasting
- The role of the board in overseeing and guiding forecasts