



## 5 Financial Analytics Secrets: Keys to Improve Business Decision Making



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# ABOUT QUANTZIG

At Quantzig, we firmly believe that the capabilities to harness maximum insights from the influx of continuous information around us is what will drive any organization's competitive readiness and success.

Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.

## OUR CORE COMPETENCIES

Our core specialty lies in offering a complete range of analytics solutions and services that help in strategic decision making across industrial sectors.

## OUR OBJECTIVE

Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.

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# INTRODUCTION



In the data-driven world of business, **financial analytics** has become a crucial component for organizations to stay competitive and relevant. Every company needs prudent financial planning and forecasting, and this is the reason why many companies are leveraging financial analytics solutions to understand and analyze past and current performance, determine if performance is aligned with appropriate benchmarks and make better business decisions. Financial analytics, a subset of business intelligence and enterprise performance management, helps companies to calculate their profits and forecast the future of their business. It also provides detailed insights into the financial status of any organization and helps improve profitability, cash flow, and business value.

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# WHY IS FINANCIAL ANALYTICS IMPORTANT FOR BUSINESSES?

With the emergence of new business models and advancing technology, the needs of the traditional financial department have changed, leading to the growth of financial analytics. Financial analytics provides timely information to help companies in strategic decision-making and shaping future business goals. Tax, accounting, and other financial areas need a data warehouse, which should be integrated with financial analytics to effectively manage the company and help achieve the desired outcome faster. Also, it aids companies in defining the financial objectives, monitoring costs, and revenue due the financial planning execution. Furthermore, financial analytics is the tool that offers businesses out-of-the-box analytical capabilities for workforce management, supply chain management, and sales management.

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Quantzig's financial analytics dashboards allow companies to monitor key performance indicators in real-time. Request a FREE proposal to know more about our portfolio of analytics services.



# Top 5 Financial Analytics Secrets that will Help Businesses in Smart Decision Making

## #1. Predictive sales analytics

Sales revenue is the stimulus for any business. So, you must know how much you can expect in return as it has **tactical as well as strategic implications**. Predictive sales analytics is an essential subset of financial analytics that involves figuring out the accuracy of your sales forecast and improving your sales predictions in the future. Sales can be predicted in many ways such as by analyzing trends and patterns in past data or by leveraging predictive techniques like correlation analysis. Predictive sales analytics is an extremely useful tool for planning and helping you manage the peaks and troughs of your business.

*“Financial analytics can help businesses get a real-time view of the organization’s performance and factors that drive costs, revenues, and financial growth.”*



## #2. Customer profitability analytics

Customer profitability analytics helps in identifying customers who are driving profits or losses. By analyzing the profitability of customers, companies can analyze every customer segment in detail and can extract useful insights. Customer profitability analytics can help companies discover their potential customers and this knowledge can further help in improving future marketing efforts.

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### #3. Product profitability analytics

To stay ahead of the curve, it is important for businesses to know where their money is being made and lost. Product profitability analytics directs the way to discover profitability by individual product, rather than looking at the business as a whole. Product profitability analytics also helps businesses to unveil profitability insights across the product range and helps in better decision-making. Furthermore, this helps in profit growth over the course of time. By leveraging product profitability analytics, companies can focus more on the promotion of products to drive maximum revenues and profit for the business.

### #4. Cash flow analytics

The day-to-day operations of a business needs a certain amount of cash to keep the cogs turning and wages paid. Therefore, to gauge the health of the business, it is essential to know the amount of cash flowing in and out. Cash flow analytics uses real-time indicators such as the cash conversion cycle and working capital ratio to predict the future cash flow. Also, cash flow analytics can help a variety of other corporate functions and make businesses more efficient at all the levels.



## #5. Shareholder value analytics

By interpreting results sent across by analysts, investors, and the media, companies can gauge their business performance in the stock market. Shareholder value analytics is a calculation of the value of a company by looking at the returns the business provides to its shareholders. It helps in measuring the financial consequences of a specific strategy and determines the value of the business strategy that is actually being delivered to the shareholders. Businesses should frequently use shareholder value analytics to improve decision-making and profitability for the business.

### CONTACT US

Get in touch with our experts to know how our customized analytics solutions can help your business



# Get in Touch!

At Quantzig, we help our clients gain comprehensive insights and achieve long-term benefits through our financial analytics solutions.

Get in touch with us here:  
<https://www.quantzig.com/contact-us>

