



# دورة تدريبية حول إتقان التنبؤ بالإيرادات وتحليلها (RFAX).



**AGILE LEADERS**  
Training Center

12 - 16 Jan 2027  
الدار البيضاء



## دورة تدريبية حول إتقان التنبؤ بالإيرادات وتحليلها (RFAX).

الرجوع: 36270\_20303 التاريخ: 12 - 16 Jan 2027 الموقع: الدار البيضاء الرسوم: Euro 4100

### Course Overview:

This course is designed to provide participants with complete knowledge and practical skills in revenue forecasting and analysis. This course delves into advanced techniques for accurate revenue forecasting, essential for robust financial health management and effective budgeting strategies. Participants will learn the latest demand planning, statistical revenue forecasting methods, and best practices in revenue analysis to enhance their financial management capabilities. The course emphasizes the use of advanced revenue forecasting tools and methodologies, enabling professionals to implement precise financial forecasting in both public and private sectors.

By mastering qualitative and quantitative forecasting techniques, including time series forecasting, exponential smoothing, and regression methods, attendees will be well-equipped to drive business development forecasting and improve corporate financial planning.

### Target Audience:

- Public & Private sector executives
- Board of directors and senior management
- Financial Analysts
- Consultants for board of directors
- Accountants, controllers, finance directors in private sectors
- Financial Executives / Managers / Controllers / Directors
- Auditors / Auditing Managers and Reporting Executives / Managers
- Business Development Executives & Managers

### Targeted Organizational Departments:

- Finance and Accounting
- Strategic Planning
- Budgeting and Forecasting
- Corporate Development
- Business Analysis
- Auditing and Compliance
- Financial Reporting
- Revenue Management

## Targeted Industries:

- Banking and Financial Services •
- Manufacturing •
- Healthcare •
- Government and Public Administration •
- Retail •
- Energy and Utilities •

## Course Offerings:

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

- Understand the role of revenue forecasting in the budget-making process •
- Identify best practices in the revenue forecasting process •
- Choose appropriate forecasting methods for their organization •
- Apply accurate revenue analysis techniques •
- Conduct comparative analysis of various revenue forecasting methods •

## Training Methodology:

The course employs a variety of proven techniques to ensure maximum understanding and retention. The course is highly interactive, involving participants in discussions, case study analyses, and practical exercises. Real-life scenarios and issues brought by participants will be integrated into the learning process. The training will include group work, interactive sessions, and feedback sessions to foster a collaborative learning environment. Additionally, participants will engage in hands-on activities to practice the application of revenue forecasting methods and tools.

## Course Toolbox:

- complete workbooks and manuals •
- Online resources and reading materials •
- Checklists and templates for revenue forecasting and analysis •
- Interactive worksheets and exercises •

## Course Agenda:



## Day 1: Foundations of Revenue Forecasting & Analysis

- The Importance of Revenue Forecasting in Business Topic 1: •
- Understanding the Budgeting Context Topic 2: •
- Key Principles and Concepts of Revenue Forecasting Topic 3: •
- The Revenue Forecasting Process: An Overview Topic 4: •
- Identifying Critical Revenues and Expenditures to Forecast Topic 5: •
- Setting Goals for Accurate Revenue Forecasting Topic 6: •
- Recap of Key Concepts and Interactive Q&A Reflection & Review: •

## Day 2: Steps and Techniques in Revenue Forecasting

- Selecting the Appropriate Forecast Period Topic 1: •
- Formulating and Adopting Key Assumptions Topic 2: •
- Choosing the Right Forecasting Methods for Your Organization Topic 3: •
- Evaluating Forecast Estimates for Accuracy Topic 4: •
- Monitoring Outcomes and Comparing with Forecasts Topic 5: •
- Updating and Refining Revenue Forecasts Topic 6: •
- Group Discussions and Case Studies on Forecasting Steps Reflection & Review: •

## Day 3: Advanced Revenue Forecasting Methods

- Qualitative Forecasting Methods: Expert Judgment and Delphi Technique Topic 1: •
- Time Series Analysis: Identifying Patterns and Trends Topic 2: •
- The Naïve Forecasting Method: Strengths and Limitations Topic 3: •
- Moving Average and Weighted Moving Average Techniques Topic 4: •
- Regression Analysis: Building Predictive Models Topic 5: •
- Exponential Smoothing Techniques for Forecast Accuracy Topic 6: •
- Practical Exercises and Hands-On Forecasting Applications Reflection & Review: •

## Day 4: complete Revenue Analysis

- The Role of Revenue Analysis in Financial Health Management Topic 1: •
- Identifying Key Revenue Drivers and Their Impact Topic 2: •
- Conducting Detailed Revenue Analysis: Tools and Techniques Topic 3: •
- Addressing Challenges in Revenue Analysis Topic 4: •
- Developing and Using a Revenue Analysis Worksheet Topic 5: •
- Best Practices in Revenue Analysis for Decision-Making Topic 6: •
- Case Studies and Real-World Applications of Revenue Analysis Reflection & Review: •

## Day 5: Strategic Role of Leadership in Revenue Forecasting

- The Role of the Board and Senior Management in Revenue Forecasting Topic 1: •
- Selecting the Optimal Forecasting Techniques for Strategic Planning Topic 2: •
- Integrating Product Life Cycle into Revenue Forecasting Topic 3: •
- Techniques for Forecasting Growth Rates and Revenue Quality Topic 4: •
- Enhancing Revenue Forecasting with Active Planning and Governance Topic 5: •
- Implementing Advanced Tools and Technologies in Revenue Forecasting Topic 6: •
- Strategic Planning Exercises and Final Q&A Reflection & Review: •

## How This Course is Different from Other Revenue Forecasting and Analysis Courses:

The training course stands out due to its complete approach to revenue forecasting and analysis, combining theoretical knowledge with practical application. Unlike other courses, RFX integrates advanced revenue forecasting tools and methodologies, ensuring participants gain hands-on experience with the latest techniques. The course covers a wide range of industries and organizational departments, making it versatile and applicable to various professional settings. Additionally, the highly interactive nature with case studies, group work, and real-life scenarios, ensures that participants not only learn but also practice and implement what they have learned. This unique blend of in-depth content, practical application, and interactive learning sets the RFX training course apart from others in the field.



## فئات الدورات التدريبية



HR TRAINING &  
DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم  
البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة  
المبيعات



دورات التدريب القانوني والمشتريات  
والتعاقدات



دورات الاتصال الجماهيري و السياسات  
والعلاقات العامة



دورات النظم السيبراني ودورات تقنية  
المعلومات



دورات الصيانة ودورات المجالات الهندسية  
المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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Training Center

## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - إسبانيا



براغ - جمهورية التشيك



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة الأمريكية



زنجبار - تنزانيا



روما - إيطاليا



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية



شرم الشيخ - مصر

## مدن التدريب



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



طوكيو - اليابان



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



نيس - فرنسا



نairobi - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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