

Maximizing Business Value with Advanced Financial Analytics



Over **60%** of organizations worldwide intend to revamp FP&A (Financial Planning and Analysis) processes, spurred by the necessity for better integration between operational and financial planning.¹



Opportunities exist for further integration, like aligning marketing plans and sustainability initiatives with financial resource allocation.



Leading entities are already improving connectivity between sales and finance plans, with over **50% achieving integration** and **35% linking personnel** and financial plans.¹



By 2025, **50% of FP&A professionals** will have primary responsibility for implementing an enterprisewide data strategy.²



Elevating Core Functions With Advanced Financial Analytics

Advanced financial analytics utilizes various tools, techniques, and technologies to analyze complex financial data.

Machine Learning (ML)

Use Case: Credit Risk Assessment

- ML algorithms analyze historical financial data and customer behavior to predict creditworthiness.
- Models can identify patterns indicative of potential default, aiding in decision-making for loan approvals.

Predictive Modeling

Use Case: Revenue Forecasting

- Advanced predictive models forecast future revenues based on historical sales data, market trends, and external factors.
- FP&A teams leverage these forecasts to develop accurate budgeting and financial planning strategies.

Sentiment Analysis

Use Case: Market Research and Customer Sentiment

- Natural Language Processing (NLP) techniques analyze social media posts, customer feedback, and news articles to understand market sentiment.
- FP&A teams use sentiment analysis to understand public perception, forecast consumer behavior, and adjust budgets and spending accordingly.

Blockchain Integration

Use Case: Supply Chain Financing

- Blockchain technology creates transparent and secure transactions along the supply chain.
- Smart contracts automate payment processes based on predefined criteria, reducing administrative costs and minimizing fraud risks.

AI-Powered Financial Planning Tools

Use Case: Financial Forecasting and Scenario Analysis

- Finance lags 2x behind other functions in the use and scaling of AI.²
- AI-driven platforms generate dynamic financial models that simulate various scenarios based on changing market conditions.

Real-time Data Analytics

Use Case: Fraud Detection

- Real-time monitoring of financial transactions using AI algorithms detects suspicious patterns or anomalies indicative of fraudulent activity.
- FP&A teams can quickly identify and investigate potential fraud cases, minimizing financial losses and reputational damage.

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