Predictive Analytics & Forecasting for Finance

CertiFi Short Learning Series

1 course · 4 lessons · about 2 study hours · issued 28 Nov 2026

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Forecast financial outcomes with evidence rather than gut feel. Following one UAE distributor through a year of planning, you will use correlation and regression, time-series methods and Excel's forecasting functions, see where machine learning adds value and how to govern it, and turn predictions into ranges and recommendations that support real decisions.

On completion, you will be able to:

- Build and interpret simple and multiple regression forecasts, reading coefficients, R^2 and p-values in plain terms and avoiding common traps
- Forecast a seasonal time series with moving averages, exponential smoothing and Excel's FORECAST.LINEAR and FORECAST.ETS, and measure accuracy with MAE, MAPE and bias
- Judge where machine learning improves forecasting and apply data-quality, explainability and governance controls, including for AI assistants
- Present forecasts as ranges with stated confidence and turn them into clear recommendations with triggers

Learning outcomes by lesson

1. Correlation and regression for forecasting

- Measure how strongly two variables move together with correlation
- Build and read a simple and a multiple regression forecast
- Interpret coefficients, R^2 and p-values in plain terms
- Avoid spurious correlation, multicollinearity and other common traps

2. Time-series forecasting and accuracy

- Break a time series into trend, seasonality and noise
- Forecast with moving averages, exponential smoothing and Excel's forecasting functions
- Measure accuracy with MAE, MAPE and bias
- Backtest a method on data it has not seen before relying on it

3. AI- and machine-learning-enhanced forecasting

- Explain what machine learning adds to statistical forecasting, and where it does not help
- Combine a driver-based model with machine-learning volume forecasts
- Judge a pilot on backtested accuracy and business value
- Apply explainability, data-quality and governance controls, including for AI assistants

4. From predictions to recommendations

- Start from the decision the forecast is meant to support
- Express a forecast as a range with a stated confidence level

- Frame scenarios so decision-makers can act on them
- Write a clear recommendation with triggers for review