

ACCOUNTS RECEIVABLE ANALYTICS AND PERFORMANCE OPTIMIZATION

Casablanca - Morocco
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\$5,500



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Introduction

Effective management of accounts receivable (AR) is essential for maintaining strong cash flow, minimizing bad debt, and ensuring long-term financial health. This specialized training course by Gentex Training Center is designed to empower finance professionals with the analytical tools and strategies needed to optimize AR processes. Through hands-on case studies and practical frameworks, participants will learn how to analyze receivables performance, identify inefficiencies, and implement data-driven improvements to strengthen organizational liquidity and reduce financial risk.

This program addresses real-world challenges in AR analytics and provides participants with actionable skills to drive improvement through forecasting, segmentation, aging analysis, and performance dashboards.

Accounts Receivable Analytics and Performance Optimization Course Objectives

- Understand the financial impact of AR performance on organizational liquidity.
- Analyze receivables using industry benchmarks, ratios, and KPIs.
- Identify aging patterns and overdue trends to mitigate risk.
- Apply forecasting techniques to predict future cash inflows.
- Optimize AR collection strategies using data and behavioral insights.
- Design customized AR dashboards and reports for executive-level decision-making.
- Reduce DSO (Days Sales Outstanding) through effective monitoring and control.
- Integrate AR analytics with broader financial planning and business strategies.

Course Methodology

The course uses a practical, interactive approach including presentations, hands-on exercises, data analysis workshops, real-life case studies, and group discussions.





Who Should Take This Course

- Accounts Receivable Specialists
- Credit and Collections Officers
- Finance Managers and Controllers
- Treasury Analysts
- Financial Planners
- Internal Auditors
- ERP and BI Analysts working with AR data

Accounts Receivable Analytics and Performance Optimization Course Outlines

Day 1: Understanding the Accounts Receivable Ecosystem

- Role of AR in the financial cycle
- Key components of AR management
- Introduction to AR data types and sources
- Cash conversion cycle and AR impact
- Common inefficiencies in AR processes

Day 2: Analytical Techniques in AR Performance

- Key AR performance metrics (DSO, CEI, aging)
- Ratio analysis and industry benchmarks

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- Segmentation of customer accounts
- Identifying payment patterns and trends
- Early warning indicators of delinquency

Day 3: Forecasting and Optimization

- Forecasting AR collections using historical data
- Modeling future cash flows
- Scenario planning and stress testing
- Applying machine learning basics in AR analysis
- Setting AR performance improvement targets

Day 4: AR Strategy and Collection Performance

- Designing collection strategies based on analytics
- Prioritizing high-risk accounts
- Aligning collection teams with performance metrics
- Incentivizing AR staff for better results
- Handling disputes and deductions analytically

Day 5: Dashboards, Reporting & Strategic Integration

- Building AR dashboards (Excel, Power BI basics)
- Real-time reporting and alert systems
- Communicating insights to stakeholders
- Linking AR to broader financial strategy
- Final case study: Strategic AR performance plan



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Conclusion

By successfully completing this course with Gentex Training Center, participants will gain in-depth knowledge and hands-on experience to analyze and optimize accounts receivable processes. This knowledge will directly support improved cash flow management, more effective decision-making, and stronger financial planning capabilities.

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