

# AI for Financial Analysis

Nicolas BOUCHER

Accounting Summit – September 2024

**Habt ihr schon  
KI benutzt?**

**Habt ihr schon KI  
bei der Arbeit benutzt?**

**Benutzt ihr KI bei der Arbeit  
mehrmals pro Woche?**

**Habt ihr schon Datenanalyse  
mit KI gemacht?**



**A little story...**



2 years  
ago



# NICOLAS BOUCHER

## TRAININGS

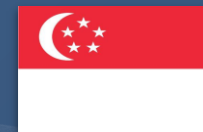
- ChatGPT for Finance
- AI Finance Club
- Controlling / FP&A

## 15+ YEARS EXPERIENCE

- 2 years Nicolas Boucher Online
- 8 years Thales
- 7 years PwC



## LIVED IN 5 COUNTRIES



**Audience:** LinkedIn: 950,000 followers / Newsletter: 150,000 subscribers / Twitter: 70,000 followers



# Generative AI

What can you do today?



# BENEFITS OF GenAI FOR FINANCE

## PRODUCTIVITY

1. Idea generation
2. Correcting a text
3. Write emails
4. Translating a text
5. Research terms & definitions
6. Simplify a complex text

## CREATE FINANCE PROCEDURES

1. Closing checklists
2. Finance guidelines
3. Internal control
4. Standard Operating Procedures
5. Step-by-step guide
6. Dunning procedure and letters

## TUTORIAL FOR TOOLS

1. Excel
2. PowerPoint
3. Word
4. PowerBI
5. SAP
6. Quickbooks

## FINANCIAL ANALYSIS

1. Distribution analysis
2. Cohort analysis
3. Hourly rate
4. Compare two scenarios
5. Change of price & demand
6. Business Case ROI

# Financial Analysis with AI

# Headcount Analysis

The screenshot shows a Microsoft Excel spreadsheet titled "Headcount" with the following data:

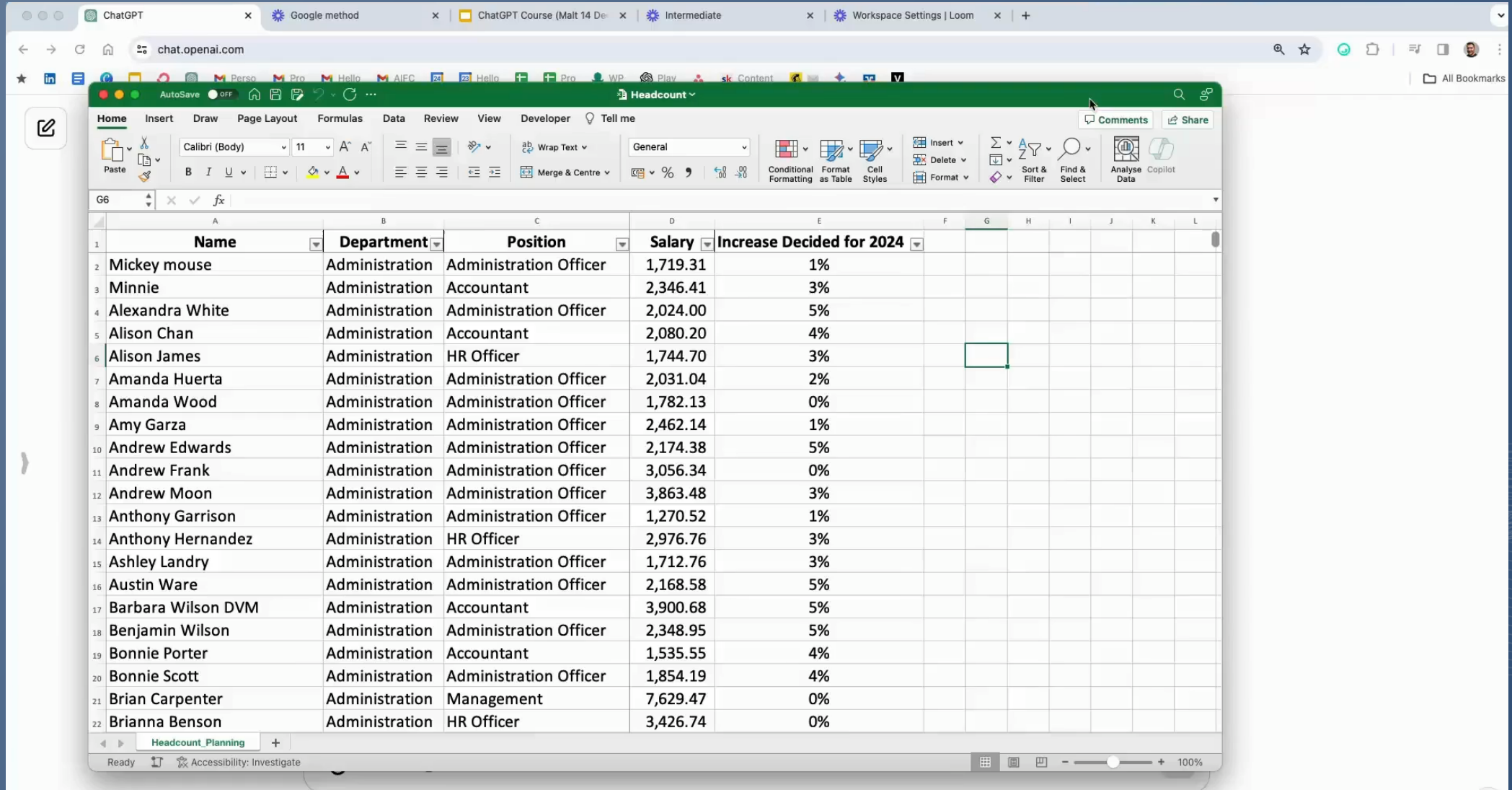
	A	B	C	D	E	F	G	H	I	J	K	L
1	Name	Department	Position	Salary	Increase Decided for 2024							
2	Mickey mouse	Administration	Administration Officer	1,719.31	1%							
3	Minnie	Administration	Accountant	2,346.41	3%							
4	Alexandra White	Administration	Administration Officer	2,024.00	5%							
5	Alison Chan	Administration	Accountant	2,080.20	4%							
6	Alison James	Administration	HR Officer	1,744.70	3%							
7	Amanda Huerta	Administration	Administration Officer	2,031.04	2%							
8	Amanda Wood	Administration	Administration Officer	1,782.13	0%							
9	Amy Garza	Administration	Administration Officer	2,462.14	1%							
10	Andrew Edwards	Administration	Administration Officer	2,174.38	5%							
11	Andrew Frank	Administration	Administration Officer	3,056.34	0%							
12	Andrew Moon	Administration	Administration Officer	3,863.48	3%							
13	Anthony Garrison	Administration	Administration Officer	1,270.52	1%							
14	Anthony Hernandez	Administration	HR Officer	2,976.76	3%							
15	Ashley Landry	Administration	Administration Officer	1,712.76	3%							
16	Austin Ware	Administration	Administration Officer	2,168.58	5%							
17	Barbara Wilson DVM	Administration	Accountant	3,900.68	5%							
18	Benjamin Wilson	Administration	Administration Officer	2,348.95	5%							
19	Bonnie Porter	Administration	Accountant	1,535.55	4%							
20	Bonnie Scott	Administration	Administration Officer	1,854.19	4%							
21	Brian Carpenter	Administration	Management	7,629.47	0%							
22	Brianna Benson	Administration	HR Officer	3,426.74	0%							

ChatGPT can make mistakes. Consider checking important information.

<https://www.loom.com/share/043a6754d2fa4a629390fc0077760ea?sid=bd12f4a-0b21-4a0e-930c-4f36d4196b56>



# More complex graph



	A	B	C	D	E	F	G	H	I	J	K	L
1	Name	Department	Position	Salary	Increase Decided for 2024							
2	Mickey mouse	Administration	Administration Officer	1,719.31	1%							
3	Minnie	Administration	Accountant	2,346.41	3%							
4	Alexandra White	Administration	Administration Officer	2,024.00	5%							
5	Alison Chan	Administration	Accountant	2,080.20	4%							
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# How to use AI to do my analysis in Excel

The screenshot shows an Excel spreadsheet with the following data:

Name	Department	Position	Salary	Increase Decided for 2024
Mickey mouse	Administration	Administration Officer	1,719.31	1%
Minnie	Administration	Accountant	2,346.41	3%
Alexandra White	Administration	Administration Officer	2,024.00	5%
Alison Chan	Administration	Accountant	2,080.20	4%
Alison James	Administration	HR Officer	1,744.70	3%
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# Cohort analysis

The screenshot shows the Microsoft Excel interface with a workbook titled "SaaS\_Company\_Sales\_Data". The ribbon is set to "Home". A yellow warning banner at the top indicates "Possible Data Loss" if saved as a CSV file. The active cell is E9. The data table is as follows:

	A	B	C	D	E	F	G	H	I
1	Date	Customer_ID	Product	Invoice					
2	31.01.22	1	Basic	\$1,000					
3	31.01.22	2	Enterprise	\$5,000					
4	31.01.22	3	Pro	\$3,000					
5	31.01.22	4	Pro	\$3,000					
6	31.01.22	5	Enterprise	\$5,000					
7	31.01.22	6	Basic	\$1,000					
8	31.01.22	7	Enterprise	\$5,000					
9	31.01.22	8	Basic	\$1,000					
10	31.01.22	9	Basic	\$1,000					
11	31.01.22	10	Basic	\$1,000					
12	31.01.22	11	Pro	\$3,000					
13	31.01.22	12	Basic	\$1,000					
14	31.01.22	13	Enterprise	\$5,000					
15	31.01.22	14	Enterprise	\$5,000					
16	31.01.22	15	Enterprise	\$5,000					
17	31.01.22	16	Basic	\$1,000					



# In ChatGPT

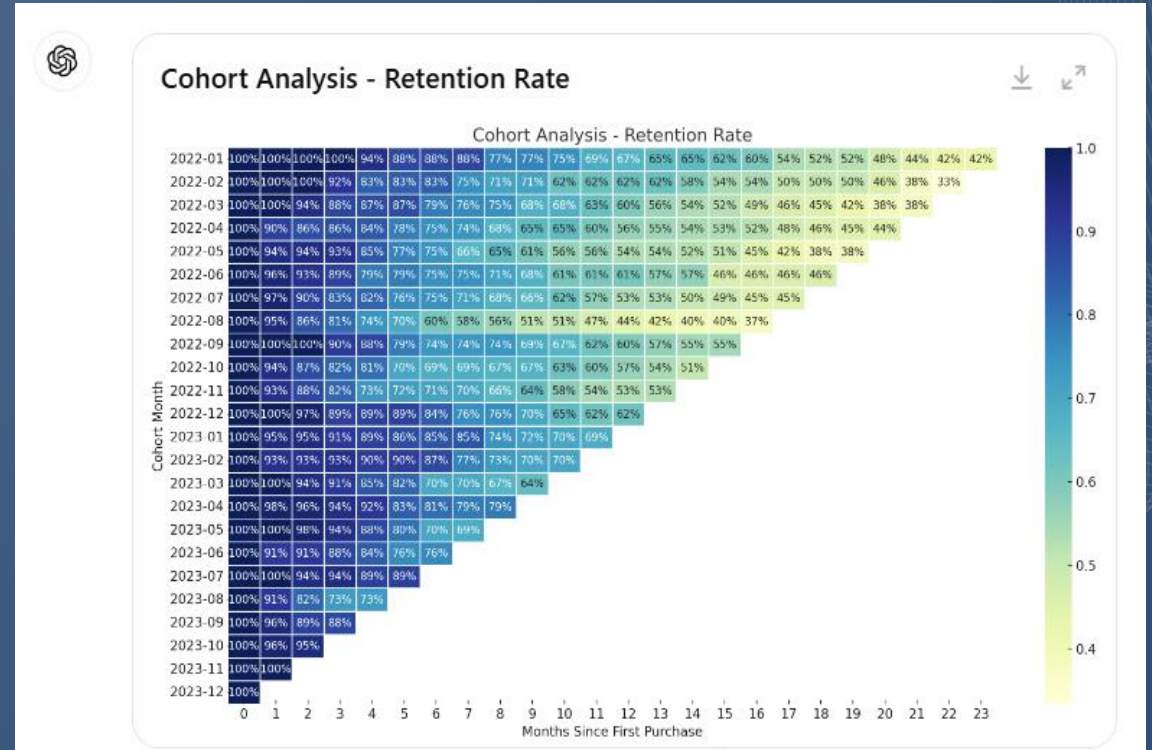
## 1. Upload file (example file here)

	A	B	C	D
1	Date	Customer_ID	Product	Invoice
2	31.01.22	1	Basic	\$1,000
3	31.01.22	2	Enterprise	\$5,000
4	31.01.22	3	Pro	\$3,000
5	31.01.22	4	Pro	\$3,000
6	31.01.22	5	Enterprise	\$5,000
7	31.01.22	6	Basic	\$1,000
8	31.01.22	7	Enterprise	\$5,000
9	31.01.22	8	Basic	\$1,000
10	31.01.22	9	Basic	\$1,000
11	31.01.22	10	Basic	\$1,000

## 2. Prompt:

"Can you do a cohort analysis by month on the retention rate?"

## 3. Result:





# 4 problems

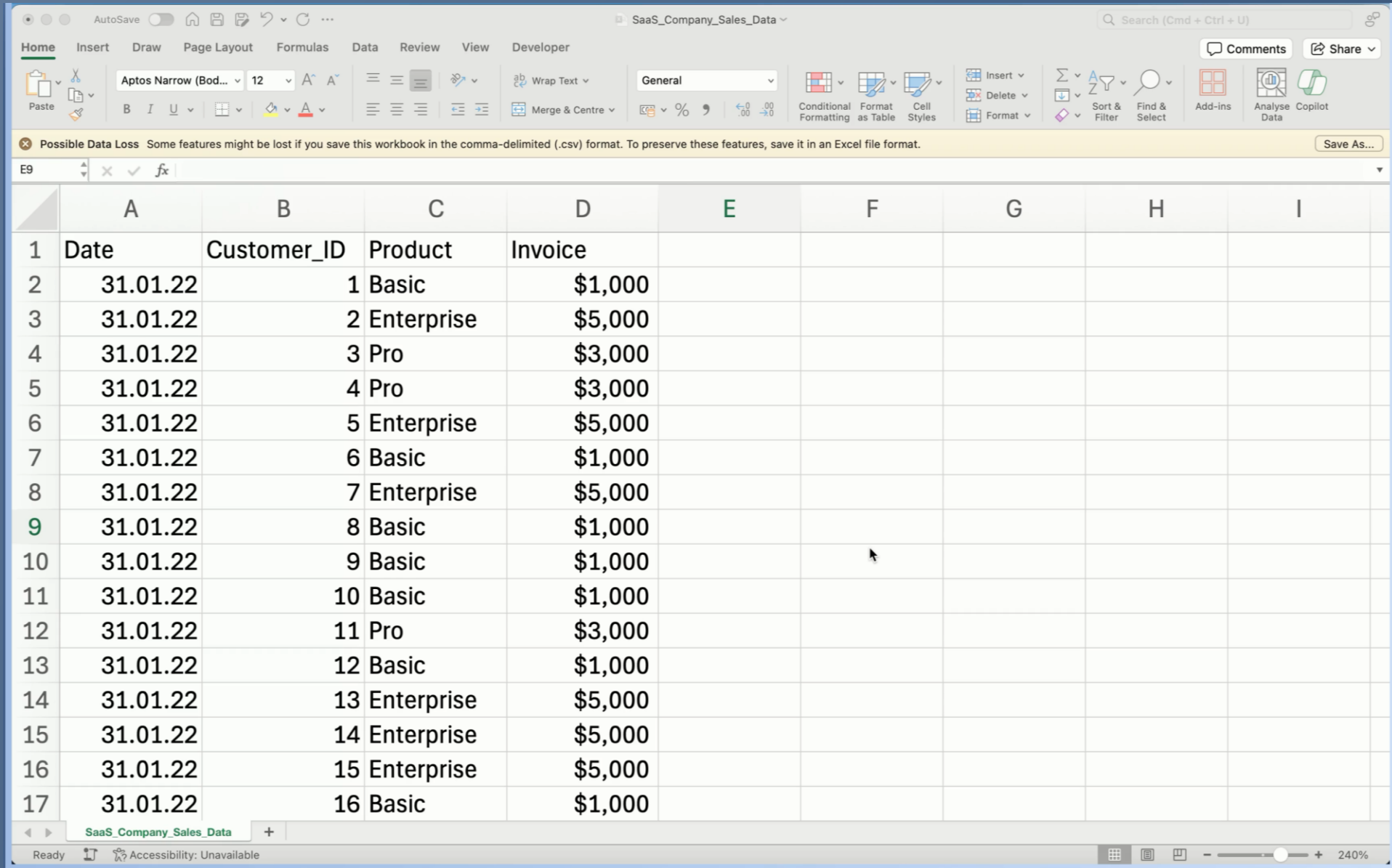
1. Confidentiality of data

2. Auditability

3. Large data

4. Scalability

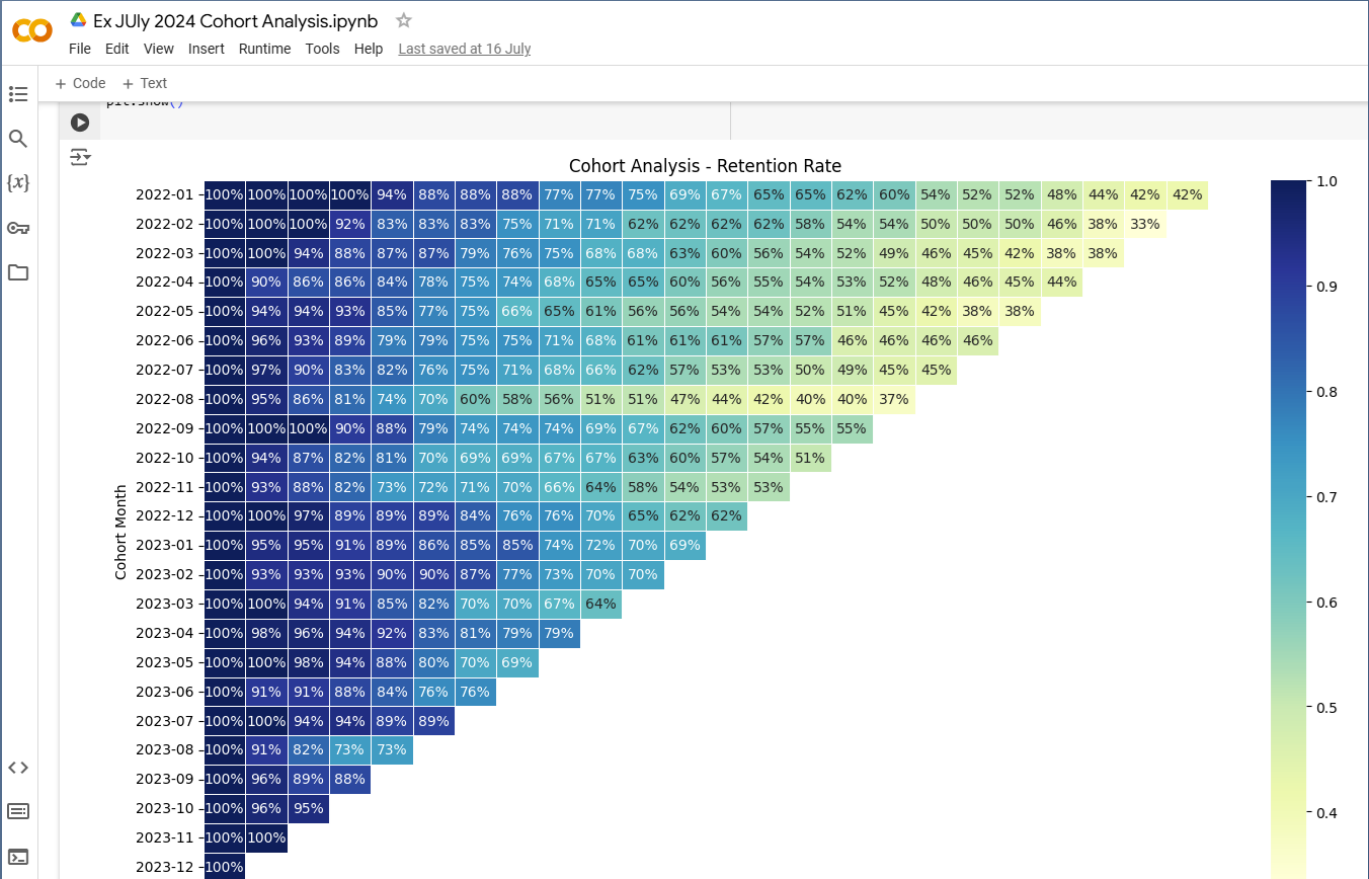
# With confidential data



The screenshot shows the Microsoft Excel interface with a workbook titled "SaaS\_Company\_Sales\_Data". The ribbon is set to "Home". A yellow warning bar at the top indicates "Possible Data Loss" if saved as a CSV file. The active cell is E9. The table contains the following data:

	A	B	C	D	E	F	G	H	I
1	Date	Customer_ID	Product	Invoice					
2	31.01.22	1	Basic	\$1,000					
3	31.01.22	2	Enterprise	\$5,000					
4	31.01.22	3	Pro	\$3,000					
5	31.01.22	4	Pro	\$3,000					
6	31.01.22	5	Enterprise	\$5,000					
7	31.01.22	6	Basic	\$1,000					
8	31.01.22	7	Enterprise	\$5,000					
9	31.01.22	8	Basic	\$1,000					
10	31.01.22	9	Basic	\$1,000					
11	31.01.22	10	Basic	\$1,000					
12	31.01.22	11	Pro	\$3,000					
13	31.01.22	12	Basic	\$1,000					
14	31.01.22	13	Enterprise	\$5,000					
15	31.01.22	14	Enterprise	\$5,000					
16	31.01.22	15	Enterprise	\$5,000					
17	31.01.22	16	Basic	\$1,000					

# In Python



**4. Prompt:**  
Give me python code to do this heatmap. I am using Google Colab and my data is in an Excel called SaaS\_Company\_Sales.

# AI in Controlling



# FORECASTING ALGORITHMS

## Time Series Analysis (ARIMA, SARIMA)

- Statistical methods for analysing time series data.

## Random Forest

- An ensemble learning method for regression using multiple decision trees.

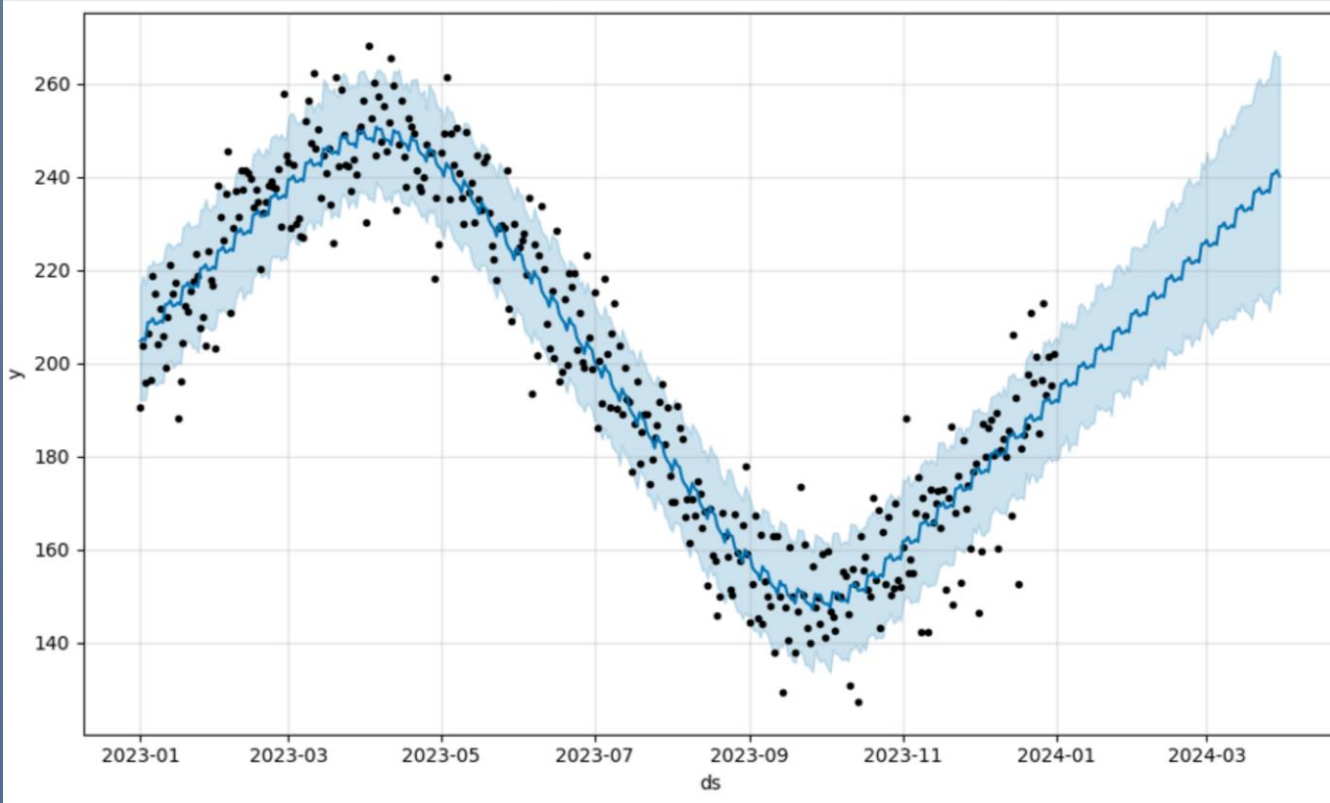
## Neural Networks (Deep Learning)

- Advanced algorithms modeling high-level abstractions in data.

## Prophet (by Facebook)

- A forecasting tool designed for business applications with seasonal patterns.

# FINANCIAL FORECASTING WITH AI



```
import pandas as pd
import numpy as np
from prophet import Prophet

# Load your data: replace this with your actual dataset
# For example: df = pd.read_csv('your_data.csv')
df = pd.DataFrame({
    'ds': pd.date_range(start='2023-01-01', periods=365, freq='D'),
    'y': (np.sin(np.linspace(0, 3.14 * 2, 365)) + np.random.normal(0, 0.2, 365)) * 50 + 200
})

# Initialize a new Prophet model
model = Prophet()

# Fit the model with your data
model.fit(df)

# Create a DataFrame for future predictions
# For example, to forecast 90 days into the future
future = model.make_future_dataframe(periods=90)

# Use the model to make predictions
forecast = model.predict(future)

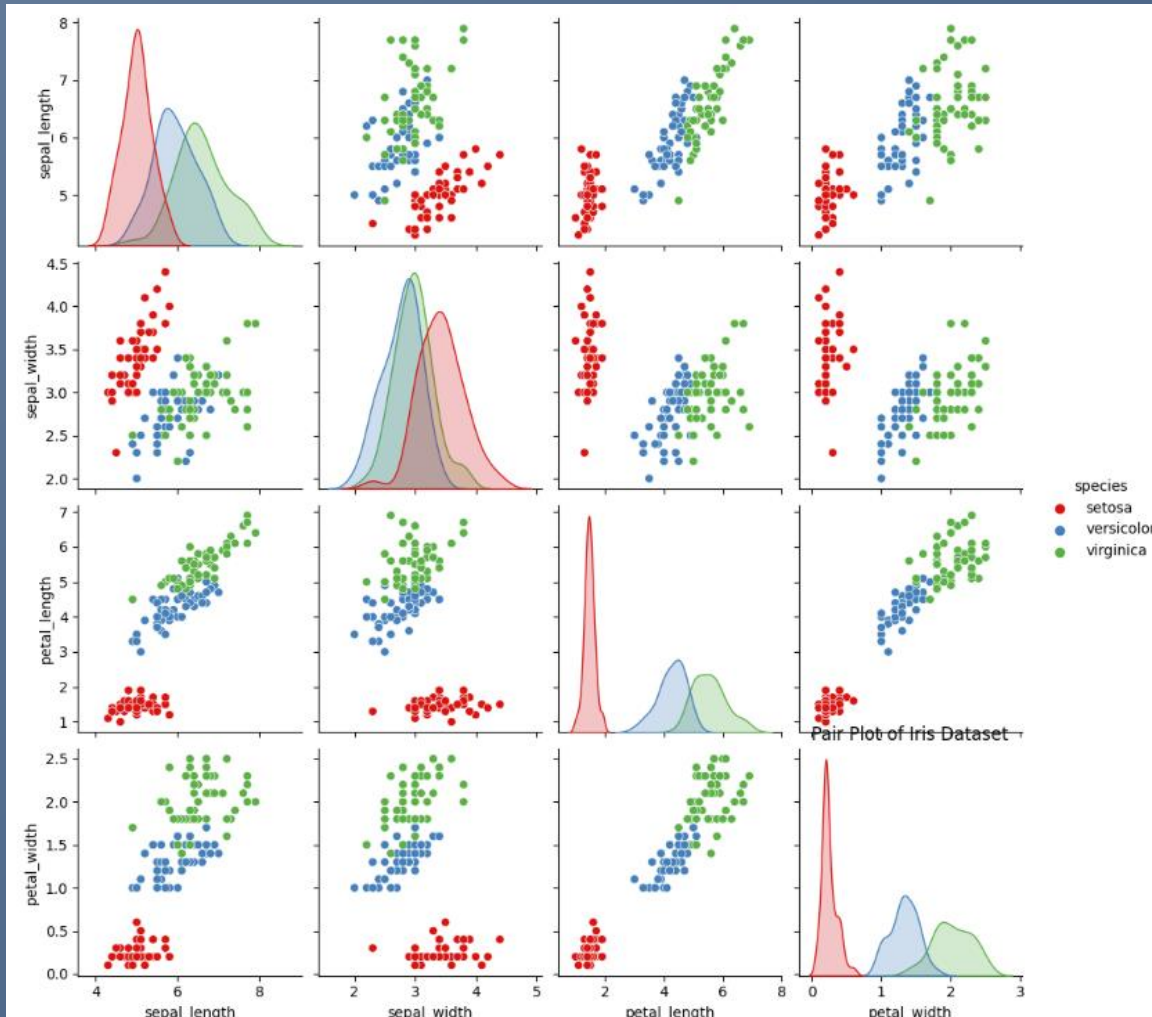
# forecast DataFrame contains the predictions

# Optional: Plotting the forecast
fig = model.plot(forecast)
```

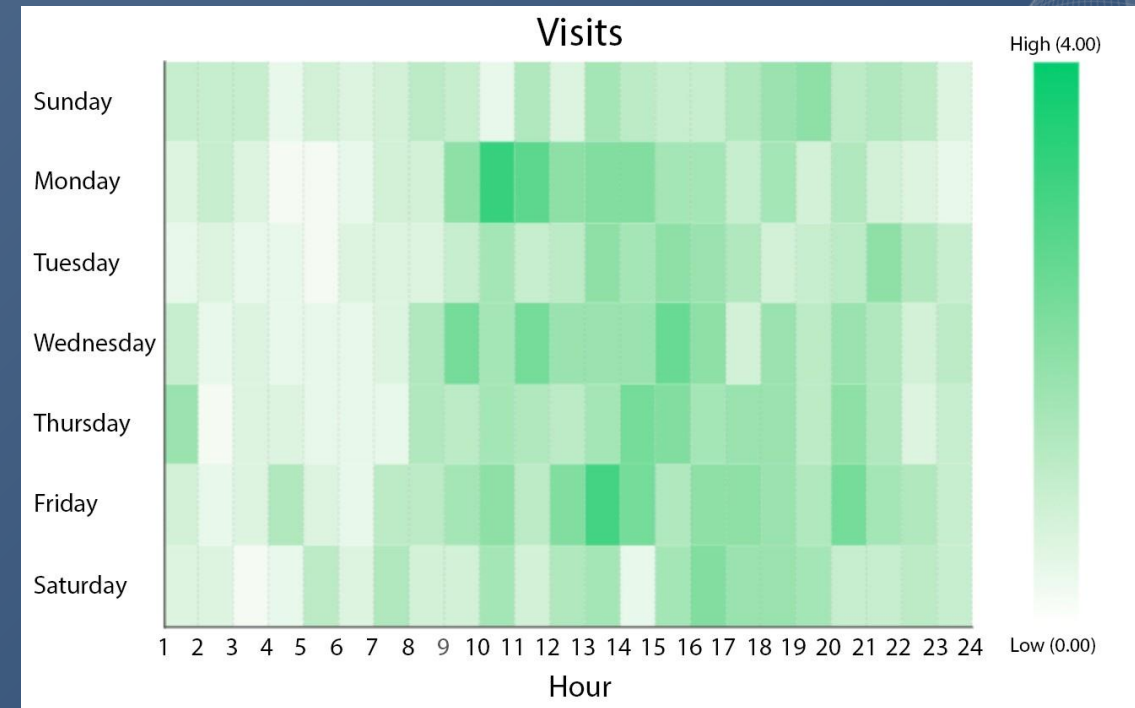


# VISUALIZATIONS WITH PYTHON

## 3 Dimensional Pair Plots



## Heatmap





# AUTOMATE FINANCE TASKS

The screenshot shows a Google Drive interface with a folder named "Sales 2023" containing 12 CSV files. The files are named "SalesData\_2023\_01.csv" through "SalesData\_2023\_12.csv". Each file is owned by "me" and was last modified on "Apr 29, 2024". The file size for each is "4 KB".

Name	Owner	Last modified	File size
SalesData_2023_01.csv	me	Apr 29, 2024	4 KB
SalesData_2023_02.csv	me	Apr 29, 2024	4 KB
SalesData_2023_03.csv	me	Apr 29, 2024	4 KB
SalesData_2023_04.csv	me	Apr 29, 2024	4 KB
SalesData_2023_05.csv	me	Apr 29, 2024	4 KB
SalesData_2023_06.csv	me	Apr 29, 2024	4 KB
SalesData_2023_07.csv	me	Apr 29, 2024	4 KB
SalesData_2023_08.csv	me	Apr 29, 2024	4 KB
SalesData_2023_09.csv	me	Apr 29, 2024	4 KB
SalesData_2023_10.csv	me	Apr 29, 2024	4 KB
SalesData_2023_11.csv	me	Apr 29, 2024	4 KB
SalesData_2023_12.csv	me	Apr 29, 2024	4 KB

<https://www.tella.tv/video/combined-files-python-chatgpt-simple-39vi>



# Free Cheat Sheet



# CHATGPT USER GUIDE

By: **AI FINANCE CLUB** & Nicolas BOUCHER

## CHATGPT 3.5 VS 4

ChatGPT is available through their website or iPhone/android app. Free Basic access offers limited features, while Plus and Professional subscriptions unlock advanced capabilities like longer chat sessions, memory retention, and fine-tuning.



Good at text generation, translation, and question answering

**ChatGPT 3.5**  
Free  
USD \$0/month

Your current plan

For people just getting started with ChatGPT

- ✓ Unlimited messages, interactions, and history
- ✓ Access to our GPT-3.5 model
- ✓ Access on Web, iOS, and Android

Have an existing plan? See Billing info

VS

**ChatGPT 4**  
Plus  
USD \$20/month

Upgrade to Plus

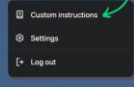
Enhanced accuracy, reasoning, & multimodal capabilities (image recognition, upload/download files like PDF and Excel)

Everything in Free, and:

- ✓ Access to GPT-4, our most capable model
- ✓ Browse, create, and use GPTs
- ✓ Access to additional tools like DALL-E, Slowdown, Advanced Data Analysis and more

## FUNCTIONALITIES

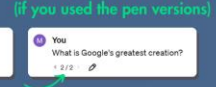
### Custom Instruction



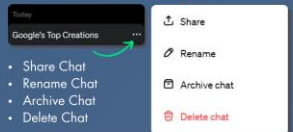
### Modify Question (the pen button)



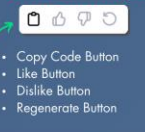
### Go Through Previous Versions (if you used the pen versions)



### Chat Settings



### Chat Action Buttons



Copyright: Nicolas Boucher & AI Finance Club

## ACCOUNT CREATION



**Account Creation:**

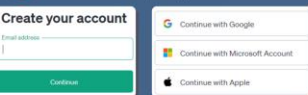
- Simple sign-up process.
- Requires basic information.

Create a free ChatGPT account at <https://chat.openai.com/auth/login>

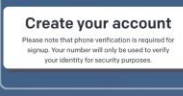
1 Browse ChatGPT then click "Sign-up"



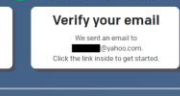
2 Use your email address or Google account, Microsoft account, or Apple account



3 Create a password and click Continue



4 Head to your inbox and click the verification link

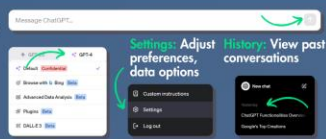


5 Verify your Phone Number



## NAVIGATING THE INTERFACE

**Send Message:** Submit your Query



**Help:** Guidance and FAQs

**Tools:** Access Python, DALL-E, browser, etc



**Settings:** Adjust preferences, data options



**History:** View past conversations



## TROUBLESHOOTING

**Tips for Unresponsive or Unclear Answers:**

- Rephrase Your Question
- Provide Context
- Use Explicit Language
- Check Input Quality

**How to Refine Questions:**

- Break Down Complex Queries
- Specify Parameters
- Ask for Clarifications

**Easy Steps to Report Issues:**

- Use the Feedback Option
- Provide Specific Examples
- Detail Your Expectations

Document made for informational purpose. ChatGPT is a product owned by OpenAI.

## HOW TO PROMPT?



**Basic Prompting**

**Frameworks:** Context Specific Instruction

**Precise Language:** Use specific, unambiguous terms for clarity.

**Contextual Information:** Include relevant background to provide a comprehensive understanding.

**Creative Phrasing:** Explore different ways to frame a question for varied perspectives.

**Analogies and Examples:** Use comparisons to simplify complex financial concepts.



**10 Advanced Prompting Techniques**

**Agent Prompting:** Framing prompts to make GPT act as an "agent"

**Explicit Reasoning:** AI details its process or reasoning in a clear, step-by-step manner.

**Chain-of-Thoughts:** Using prompts to break down a complex query into a series of simpler, logical steps.

**Chunking:** Complex information broken down into smaller, more manageable "chunks".

**Prompt Optimization & Expansion:** Start with a basic prompt and ask the AI to improve it.

**Team Prompting:** Simulates a collaborative team environment using multiple agents.

**Socratic Prompting:** Asking questions that lead the AI to explore a topic deeply.

**Fact Checking:** Using prompts to verify the accuracy and credibility of information.

**Meta Cognition:** Prompting involves encouraging the AI to reflect on its own thought process.

**Iterative Inquiry & Sequential Questioning:** AI asking you questions, instead of you asking the AI.

Copyright: Nicolas Boucher & AI Finance Club

## ADVANCED FEATURES OF GPT4



**Web Browsing**

ChatGPT 4 can browse the web and give you the links of the sources he used when it comes from the web



**Interactive Tools**

Access tools like Python to code and DALL-E to generate images



**Create your own bot**

With GPTs you can customize your own assistant or use assistants created by others



**File Upload / Download**

Upload Images, PDF, Excel files for analysis and you can even create Excel files

## SAFETY & PRIVACY

**Data Privacy & Data Training Option**



Choice to allow or disallow data for AI training. Control your contribution to AI learning.

GET THE FREE PDF



SCAN ME

# Free Cheat Sheet

GET THE FREE PDF



SCAN ME

JOIN THE AI FINANCE CLUB NOW!

ai-finance.club

By: AI FINANCE CLUB & Nicolas BOUCHER



# Q&A

**Download this  
presentation:  
(bonus insights included)**







**THANK  
YOU**



# How to continue learning: **AI** Finance Club



# AI FINANCE CLUB

## APRIL

**AI Tools Review**  
Form recognizer from Azure

**AI in Finance Processes**  
Improve your reporting with AI

**Masterclass**  
Python Fast Track Course

**Courses:** How to use Dall-E/ image generation in Finance

**AI News**  
AI News relevant for Finance

## MAY

**AI in Finance Processes**  
Data Cleaning for AI

**AI Tools Review**  
Copilot Studio

**Masterclass** How to improve your lead generation & sales process with AI

**Course**  
Python for Finance

**AI News**  
AI News relevant for Finance

## JUNE

**AI in Finance Processes**  
Cash Flow Forecasting using ML

**AI Tools Review**  
Review of Puzzle.io

**Masterclass**  
How to use Machine Learning in Finance

**Course**  
GPT 4o Update

**AI News**  
AI News relevant for Finance

WEEK 1  
WEEK 2

WEEK 3  
WEEK 4

# AI FINANCE CLUB SPECIAL OFFER

Exclusive \$500 coupon  
"ACCOUNTING2024"

The voucher is valid until

**Sunday 15 September 23:59 CET**

<https://ai-finance.club/register/join-the-club/?coupon=ACCOUNTING2024>

Offer's QR Code



SCAN ME

**BONUS**



Learn how to become a

# Pro Generative AI User





# Beginners: 90% of users

The **Google** method

Google Search

I'm Feeling Lucky

# The Google Method

 ChatGPT 3.5 ▾



How can I help you today?

**Design a database schema**  
for an online merch store

**Give me ideas**  
for what to do with my kids' art

**Plan an itinerary**  
for a literary tour of England, visiting famous authors' ...

**Make a content strategy**  
for a newsletter featuring free local weekend events

Message ChatGPT...



ChatGPT can make mistakes. Consider checking important information.



# Intermediary: 10% of users

## CSI

### The CSI formula



Context



Specific



Instruction

### Example

I am an accountant, my client has an overdue since 2 months, can you draft a communication to him?

 ChatGPT 3.5 ▾



How can I help you today?

**Show me a code snippet**  
of a website's sticky header

**Suggest some names**  
for my cafe-by-day, bar-by-night business

**Help me debug**  
a linked list problem

**Explain airplane turbulence**  
to someone who has never flown before

Message ChatGPT...



ChatGPT can make mistakes. Consider checking important information.





# Advanced: 1% of users

## CSI



Context



Specific



Instruction



## FBI



Format



Blueprint



Identity

**I am an accountant**, my client has an overdue since 2 months,  
**can you draft a communication to him?**

**The communication needs to be a formal letter.**

**I want the communication to be hard and use words like legal actions.**

**Draft this email like you would be the best lawyer.**

# CSI + FBI

ChatGPT 3.5 ▾



How can I help you today?

**Show me a code snippet**  
of a website's sticky header

**Plan a trip**  
to see the best of New York in 3 days

**Suggest fun activities**  
for a family of 4 to do indoors on a rainy day

**Make a content strategy**  
for a newsletter featuring free local weekend events

Message ChatGPT...



ChatGPT can make mistakes. Consider checking important information.



# AI in Excel



# COPILOT

<https://www.loom.com/share/f3a0df2dd3d14d86bfefb37539f95828b?sid=096dc519-b244-4dbf-8225-c30809073486>

The screenshot displays the Copilot interface with the following elements:

- Header:** Copilot PREVIEW with a close button (X).
- Actions:**
  - Create:** Add formula columns
  - Edit:** Highlight
  - Edit:** Sort and filter
  - Understand:** Analyze
- Chat Input:** A text area with a placeholder "Ask a question or make a request about data in a table".
- Buttons:** "Show data insights", "Show a suggestion for a formula column", and "How can I highlight, filter, and sort data?".
- Footer:** Character count "0/2000" and icons for document, microphone, and send.



# COPILOT

Excel File Edit View Insert Format Tools Data Window Help

AutoSave Two\_Year\_Expenses\_Manufacturing - Saved

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Calibri (Body) 11 Normal Bad Good Neutral Calculation Check Cell

Month	Invoice Description	Supplier Name	GL Account Number	GL Account Description	Amount
August 2023	Routine Machinery Servicing	Davis-Francis	5000	Plant Maintenance	24,196.03
March 2023	Production Efficiency Consultation	Hampton, Coleman and Davis	5014	Consulting Fees	223,000.00
August 2022	Assembly Line Upgrade	Dixon-Brooks	5007	Tooling Expenses	95,961.71
September 2023	Quality Control Advisory	Miller, Hernandez and Ramirez	5002	Consulting Fees	48,836.62
July 2023	Welding Supplies Purchase	Dixon-Brooks	5007	Tooling Expenses	54,841.15
November 2022	Temporary Production Staff	Saunders LLC	5011	Outsourced Labor	84,451.27
November 2022	Quality Control Advisory	Jennings-Lee	5002	Consulting Fees	54,268.00
September 2023	Quality Control Advisory	Foster, Preston and Benson	5002	Consulting Fees	15,089.86
April 2022	Routine Machinery Servicing	Davis-Francis	5006	Plant Maintenance	32,535.13
August 2022	Assembly Line Upgrade	Dixon-Brooks	5007	Tooling Expenses	73,761.97
March 2022	Drill Bits Replacement	Dixon-Brooks	5007	Tooling Expenses	10,051.00
October 2023	Specialized Machine Operation Crew	Graves and Sons	5011	Outsourced Labor	39,508.18
September 2023	Quality Control Advisory	Sexton-Moore	5002	Consulting Fees	45,998.73
February 2022	Drill Bits Replacement	Dixon-Brooks	5007	Tooling Expenses	78,523.15
December 2022	Assembly Line Upgrade	Dixon-Brooks	5007	Tooling Expenses	95,537.94
January 2022	Drill Bits Replacement	Dixon-Brooks	5007	Tooling Expenses	43,816.55
October 2023	ERP Software Upgrade	Holmes, Patterson and Burch	5009	IT Costs	84,103.07
December 2022	Quality Control Advisory	Foster, Preston and Benson	5002	Consulting Fees	3,938.79
May 2023	Temporary Production Staff	Mcguire, Brock and Ball	5011	Outsourced Labor	90,186.02
March 2023	Assembly Line Upgrade	Dixon-Brooks	5007	Tooling Expenses	65,969.46
March 2023	Factory HVAC Repair	Davis-Francis	5006	Plant Maintenance	89,522.26
July 2023	Factory HVAC Repair	Davis-Francis	5000	Plant Maintenance	63,703.30
December 2022	Network Security Enhancement	Holmes, Patterson and Burch	5009	IT Costs	61,431.97
November 2023	Assembly Line Upgrade	Dixon-Brooks	5007	Tooling Expenses	6,758.54
August 2023	Quality Control Advisory	Foster, Preston and Benson	5014	Consulting Fees	51,888.96
March 2022	Factory HVAC Repair	Davis-Francis	5000	Plant Maintenance	15,101.88
September 2022	Assembly Line Upgrade	Dixon-Brooks	5007	Tooling Expenses	8,570.72
June 2023	Production Efficiency Consultation	Foster, Preston and Benson	5002	Consulting Fees	7,301.23
April 2022	Drill Bits Replacement	Dixon-Brooks	5007	Tooling Expenses	7,218.55

Ready Accessibility: Investigate 180%

<https://www.loom.com/share/f3a0df2dd3d14d86bfeb37539f95828b?sid=096dc519-b244-4dbf-8225-c30809073486>

# FINANCIAL STORYTELLING



(c) Nicolas Boucher

# AI Roadmap

For Finance

# AI approaches based on company's size

## Small (0-1,000 employees)

- 1) Educate on & Use generic GenerativeAI tools
- 2) Digitalize your invoice process with OCR & NLP tools like Azure
- 3) Automate your processes with Python

## Medium (1,000-10,000)

- 1) Invest in AI Native tools
- 2) Start using Machine Learning using existing models for your forecasts
- 3) Automate your processes with Automation Platforms and NLP components

## Large (over 10,000)

- 1) Invest in your own AI models (training and fine-tuning)
- 2) Create your own forecasting models
- 3) Create your AI Chatbot services based on your processes and documentation