



**USF College of Business  
School of Accountancy**

4202 E. Fowler Ave.  
BSN 1204  
Tampa, FL 33620  
(813) 974-4186

**Participant testimonial:**

**“ THANK YOU!**

I just wrote my first macro to join 86 tabs of data into one. It saved me hours of monotonous work!

This stuff is awesome! ”

**-Robert Goodwin, CPA, CFE**



**University of South Florida**

College of Business • School of Accountancy

4202 East Fowler Avenue, BSN3403

Tampa, Florida 33620-5500



**The University of South Florida’s  
College of Business and  
School of Accountancy present:**



**Analytics in Accounting:  
A Continuing Professional  
Education Seminar**

**Friday, August 22, 9 am - 4 pm  
College of Business, BSN 1204**



**University of South Florida  
4202 E Fowler Ave.  
Tampa, FL 33620**

# ANALYTICS IN ACCOUNTING

## ABOUT

This continuing professional education (CPE) seminar will impart knowledge and skills regarding the application of analytics to a number of areas within accounting. The seminar will employ a “hands on” format with participants working on computers. The first half of the seminar will focus on the tools and techniques for applying analytics, including Microsoft Excel, ACL and IDEA, and IBM Cognos Insight. The second half of the seminar will demonstrate practical applications of the tools and techniques for revenue and expense analysis, highlighting use cases in accounting, auditing, and fraud examination.

## COST

Cost per attendee \$295  
(lunch and refreshments will be included)

## REGISTRATION

To register, please visit:

<http://bit.ly/USFAnalyticsinAccounting>

Registration opens on **June 20** and will remain open until noon on **August 20**. After that date, registration will only be available on-site. Cancellations that are received in writing up to five business days prior to the seminar will receive a full refund.

## TARGET AUDIENCE

Local CPAs who are looking to retool. Six hours of “Auditing & Assurance” CPE credit will be earned. The USF School of Accountancy is a licensed CPE provider in the State of Florida.

## MEET THE SPEAKERS

**PATRICK WHEELER** is an associate professor teaching graduate courses in the School of Accountancy and also serves as the PhD Committee Chair. Over 20 of his papers have been published in scholarly journals, such as *The Accounting Review*, *Behavioral Research in Accounting*, and *Journal of Information Systems*. He also served as a co-author on the 9th edition of *Accounting Information Systems*. He holds a PhD in accountancy from Georgia State University and a BA from the University of Florida. Wheeler, a CPA, serves as a member of the American Accounting Association (AAA) and the American Institute of Certified Public Accountants (AICPA).

**UDAY MURTHY** is the Quinn Eminent Scholar in the School of Accountancy and is currently serving as the Director. He has received several research awards, including the USF College of Business "Outstanding Research Achievement Award" in 2004 and 2010. Murthy teaches a PhD seminar in accounting information systems. He earned a PhD from Indiana University and MBA from Drexel University. He has served as coeditor of the *Journal of Information Systems*, the leading academic journal for accounting information systems research.



## Friday, August 22

### Module #1: Tools and techniques for analytics (9:00 to 12:00)

Advanced techniques in Microsoft Excel  
Pivot tables & graphs  
Filtering  
Macros  
Statistical techniques (regression, Z-scores)  
ACL/IDEA  
Splitting and linking tables  
Finding duplicates, unmatched records  
Advanced querying  
Basic scripting  
IBM Cognos Insight  
Building a dashboard—from data to a functioning dashboard  
Dashboarding options suited to analytics  
Visualization techniques

### Module #2: Application of tools and techniques for analytics in Accounting (1:00 to 4:00)

Need for analytics in accounting  
Categories of analytics in accounting  
Descriptive vs. predictive vs. prescriptive analytics  
Analytics for expense and revenue analysis  
Understanding patterns of expenses/revenues  
Identifying unusual expense/revenue patterns  
Spotting risk areas  
Hands-on session  
Data set #1: Expense transactions scenario  
Data set #2: Revenue stream scenario  
Analyzing data sets using MS Excel  
Analyzing data sets using ACL/IDEA  
Creating an analytics dashboard using IBM Cognos Insight