

## **Evidence of Learning #2**

**RA #5**

**Mohit Nair**

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**Data Analytics with a concentration in Prescriptive Analytics**

### **MLA Citation:**

**“Prescriptive Analytics in Finance” AFP, 2026,  
[www.financialprofessionals.org/training-resources/resources/articles/Details/prescriptive-analytics](http://www.financialprofessionals.org/training-resources/resources/articles/Details/prescriptive-analytics). Accessed 17 Jan. 2026.**

“Prescriptive Analytics in Finance” is an article written and published by the Association of Finance Professionals. The article connects the rather complex field of prescriptive analytics to the growing needs of the CFO. Contributors explain how prescriptive analytics can help Financial Planning & Analysis (FP&A) functions become seamless by simplifying understanding, improving operational efficiency, and providing clear recommendations for finance professionals. The article begins by discussing the implications of prescriptive analytics, then moves on to the Gartner Analytic Ascendancy Model which takes professionals from descriptive up to prescriptive analytics. To clear up any confusions, the authors compare and contrast prescriptive analytics with the simpler predictive analytics before applying prescriptive analytics to use cases in the financial world, and explaining how to get started with prescriptive processes when dealing with key and complex financial information.

“Prescriptive Analytics in Finance” was published in 2025 by the Association of Finance Professionals (AFP). The AFP is a professional organization built on providing finance professionals resources to learn and grow their careers in key domains of business and tech. The authors are part of the staff overseeing the organization, signifying their knowledge in applying different fields to corporate finance. Overall, the article aims to explain the possible cases and applications of prescriptive analytics to the complexities of corporate finance.

This article will help me develop my final product on a deeper level. While I focused my Original Work in the domains of personal finance, a key goal I expressed when exploring my final product was to expand the powers of Thryve to the corporate world. This information will let me get started in exploring key datasets and reports that help me analyze the current world of corporate finance.

### **ANNOTATED ARTICLES:**

**“Prescriptive Analytics in Finance”**

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