

# **An AI-approach to Financial Statement Analysis: Bridging the Gap Between Data and Informed Decision-Making**

Trish Driskill  
University of the Incarnate Word

Kelly Pittman  
University of the Incarnate Word

Tracie Edmond  
University of the Incarnate Word

## **ABSTRACT**

This presentation will discuss the instructions, learning objectives and initial results of an applied case study designed for undergraduate students in a principles of financial accounting course. Students are organized into teams where they role-play as financial analysts evaluating potential investments in publicly traded companies. Each team selects a public company to analyze using the company's 10-K report from the SEC's Edgar database as a primary resource of financial data. Teams conduct a financial ratio analysis focused on liquidity, solvency, and profitability, and engage with ChatGPT to gather insights and assist in the analysis. The project requires students to demonstrate mastery of financial ratio calculations and create a comprehensive financial analysis memo. They must also prepare a group presentation to present their findings to the class. Students are provided with guidelines for the ethical use of ChatGPT to support their work. This case not only enhances students' ability to process financial data and think critically but also improves their business communication skills and exposes them to the increasing role of artificial intelligence in business settings. This case can be easily adapted for use at other institutions or incorporated into various accounting or finance courses.

Keywords: ChatGPT in Accounting, financial statement analysis, ratio analytics, AI case study, financial ratios project, financial accounting and artificial intelligence

FVC24003