

Forecast vs Actual Report

Reporting Period: January 2024

Department: Sales

| Metric | Forecast | Actual | Variance | Variance (%) |
|--------------------|----------|----------|----------|--------------|
| Total Revenue | \$50,000 | \$46,000 | -\$4,000 | -8% |
| Units Sold | 1,000 | 900 | -100 | -10% |
| New Customers | 150 | 135 | -15 | -10% |
| Customer Retention | 90% | 87% | -3% | -3pp |

Analysis & Comments

The actual values for January 2024 were below the forecasts across all key metrics. The largest variance was observed in revenue and units sold, primarily due to delayed orders from key accounts. Customer retention also fell short but remained strong overall. Action plans are being reviewed to address shortfalls and adjust projections for the upcoming months.

Important Notes

- This report helps monitor performance and make timely adjustments to business strategies.
- Accurate forecasting depends on the quality and relevance of underlying assumptions.
- Comparing actuals with forecasts enables identification of trends and variances.
- Consistent format improves clarity for stakeholders and management.