

# 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.