

# Quarterly Budget vs. Actual Analysis

**Department/Project:** Marketing Department

**Quarter:** Q1 2024

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| Category         | Budget (USD)  | Actual (USD)  | Variance (USD) | Variance (%)  | Comments                        |
|------------------|---------------|---------------|----------------|---------------|---------------------------------|
| Salaries & Wages | 45,000        | 44,800        | -200           | -0.4%         | Within expected range           |
| Advertising      | 15,000        | 16,350        | +1,350         | +9.0%         | Digital campaigns exceeded plan |
| Travel           | 5,000         | 3,800         | -1,200         | -24.0%        | Fewer events attended           |
| Supplies         | 2,500         | 2,420         | -80            | -3.2%         | On budget                       |
| Miscellaneous    | 1,500         | 1,650         | +150           | +10.0%        | Unexpected subscriptions        |
| <b>Total</b>     | <b>69,000</b> | <b>69,020</b> | <b>+20</b>     | <b>+0.03%</b> |                                 |

## Important Notes

- Budget vs. Actual analysis helps identify variances and supports better financial management.
- Document all significant deviations with clear explanations and action plans.
- Prepare this analysis quarterly to ensure proactive monitoring of financial performance.
- Consistency in category definitions is essential for accurate comparison.
- Use this document for decision-making and strategy adjustments.