

Revenue Variance Analysis Report

Report Overview

Reporting Period: Q1 2024
Prepared By: Finance Department
Date: 28-June-2024

Summary Table

Revenue Source	Budget (\$)	Actual (\$)	Variance (\$)	Variance (%)
Product Sales	500,000	530,000	+30,000	+6%
Service Revenue	200,000	190,000	-10,000	-5%
Other Income	30,000	34,000	+4,000	+13%
Total	730,000	754,000	+24,000	+3.3%

Variance Explanations

Product Sales (+6%)

- Higher-than-expected demand for new product line.
- Successful marketing campaigns contributed to increased sales.

Service Revenue (-5%)

- Delayed completion of key client projects.
- Reduction in renewal contracts from existing customers.

Other Income (+13%)

- One-time receipt from asset disposal.
- Increased interest income from higher cash balances.

Action Plan

- Accelerate project timelines to recover service revenue shortfall.
- Enhance customer retention strategies for service contracts.
- Continue investment in high-performing marketing channels.

Important Notes

- Revenue variance analysis highlights areas of over- or under-performance compared to budget.
- Regular variance reporting enables timely management action and resource allocations.
- Accurate categorization and timely data collection improve report reliability.
- Detailed explanations for variances foster transparency and accountability.