

Variance Analysis Expense Report

Department: Marketing
Reporting Period: January 2024
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Date Prepared: February 15, 2024

Expense Summary

| Expense Category | Budgeted Amount (\$) | Actual Amount (\$) | Variance (\$) | Variance (%) | Remarks |
|-------------------|----------------------|--------------------|---------------|--------------|----------------------------|
| Advertising | 15,000 | 13,700 | -1,300 | -8.7% | Lower spend on digital ads |
| Events | 7,500 | 8,200 | +700 | +9.3% | Extra booth cost |
| Travel | 3,000 | 2,400 | -600 | -20.0% | Cancelled trip |
| Office Supplies | 2,000 | 2,150 | +150 | +7.5% | Unplanned stationery |
| Software Licenses | 4,000 | 4,000 | 0 | 0.0% | - |
| Total | 31,500 | 30,450 | -1,050 | -3.3% | |

Summary & Analysis

The total expenses were under budget by \$1,050 (3.3%). The main drivers for the variance include lower advertising spend and reduced travel, partly offset by additional costs in event participation and office supplies.

Important Notes

- This report compares actual expenses against budget to identify major variances and their causes.
- Timely variance analysis helps improve budget accuracy and financial control.
- Supporting explanations for each variance should be documented.
- Follow organizational policy in handling and approving deviations.
- Use this report for management review and informing future budgeting decisions.