

Revenue Sensitivity Analysis Template

1. Assumptions

Factor	Base Value	Unit	Notes
Units Sold	10,000	Units	Expected monthly sales volume
Unit Price	50	USD	Standard selling price per unit
Discount Rate	5	%	Average discount applied

2. Sensitivity Analysis Table

Scenario	Units Sold	Unit Price (USD)	Discount Rate (%)	Calculated Revenue (USD)
Base Case	10,000	50	5	475,000
10% More Units	11,000	50	5	522,500
10% Higher Price	10,000	55	5	522,500
15% Discount	10,000	50	15	425,000
10% More Units & 10% Higher Price	11,000	55	5	574,750
10% Less Units	9,000	50	5	427,500

3. Summary

The analysis above illustrates the impact on total revenue by varying units sold, unit price, and discount rate. The base case assumes current operating conditions, while other scenarios project optimistic and pessimistic outcomes.

Important Notes:

- This document is for internal use and scenario planning purposes only.
- All figures are estimates; actual results may differ based on market factors.
- Update assumptions regularly for accuracy and relevance.
- Review with finance team before using for external presentations or decisions.