

# Sales Forecast Variance Analysis Sheet

## Period: Q1 2024

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Month	Forecasted Sales (\$)	Actual Sales (\$)	Variance (\$)	Variance (%)	Comments
January	90,000	85,000	-5,000	-5.56%	Lower demand post-holiday season
February	95,000	100,000	+5,000	+5.26%	Successful promotional campaign
March	100,000	92,500	-7,500	-7.50%	Supply chain delays affected inventory
<b>Total/Q1</b>	<b>285,000</b>	<b>277,500</b>	<b>-7,500</b>	<b>-2.63%</b>	

## Key Insights

- Negative variance in January and March indicates external factors impacted sales targets.
- February's positive variance highlights the effectiveness of targeted promotions.
- Overall quarterly variance is within acceptable limits for continuous improvement.

## Important Notes

- Variance analysis helps identify discrepancies between forecasts and actual sales, supporting informed decision-making.
- Regular reviews allow teams to act promptly on negative trends or capitalize on positive ones.
- Always accompany figures with contextual comments for clearer understanding.
- Refining forecasting methods based on historical variance trends enhances future planning accuracy.