

Yearly Sales Forecast Comparison Report

Fiscal Year: 2024
Prepared by: Sales Analytics Team

Executive Summary

This report provides a detailed comparison between the previous year's sales forecast and actual performance, as well as this year's forecast. The objective is to identify trends, evaluate forecasting accuracy, and inform strategic decisions for the upcoming fiscal periods.

Sales Forecast Comparison Table

Month	2023 Forecast	2023 Actual	2024 Forecast	Variance (2023 Actual vs Forecast)
January	120,000	118,000	130,000	-2,000
February	125,000	127,500	135,000	+2,500
March	130,000	128,200	140,000	-1,800
April	140,000	135,500	145,000	-4,500
May	145,000	150,000	155,000	+5,000
June	150,000	147,000	160,000	-3,000
July	155,000	152,500	165,000	-2,500
August	150,000	156,000	170,000	+6,000
September	145,000	148,750	172,000	+3,750
October	140,000	139,000	175,000	-1,000
November	138,000	140,500	177,000	+2,500
December	160,000	162,000	180,000	+2,000
Total	1,698,000	1,704,950	1,904,000	+6,950

Key Insights

- **Overall growth:** The total sales for 2023 slightly exceeded the forecast.
- **Seasonal peaks:** Strong performance noted in May, August, and December.
- **2024 forecast:** Projects a substantial year-over-year growth of approximately 12%.
- **Accuracy:** Forecast accuracy improved in the second half of the year.
- **Recommendations:** Refine forecasting methods for low-variance months; address discrepancies in April and June.

Important Notes

- Yearly sales forecast comparison reports help track forecasting effectiveness and inform strategic planning.
- Variance analysis is crucial for identifying causes of over- or under-performance.
- Such reports should include both qualitative insights and quantitative data.
- Accurate input data and assumptions are essential for meaningful analysis.
- Regular review enhances forecasting precision and business adaptability.

