

Financial Forecasting & Budget Decision Support

Excel-based ARIMA Forecast | Scenario Analysis | Goal Seek

Approach <ul style="list-style-type: none">Historical monthly sales & cost dataExcel-based ARIMA-style forecasting modelForecast validation using MAPE & RMSEScenario analysis using Data TablesGoal Seek for profit-driven planning	Key Results <ul style="list-style-type: none">Forecast Accuracy:<ul style="list-style-type: none">MAPE: 55.3%RMSE: ■24,211Base Case Profit: ■82,868Target Profit: ■100,000Required Sales Increase: ~5%
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Business Insight

Profitability is primarily driven by revenue growth under the current cost structure. Even modest sales improvements can significantly improve profit, while sales decline poses substantial downside risk.

Tools Used: Microsoft Excel | Analysis ToolPak | Data Tables | Goal Seek