SALES FORECAST VS REALITY

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An Excel Project

OVERVIEW

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ABSTRACT

This project presents a comprehensive analysis of actual vs. planned sales performance across various stores. By utilizing dynamic dashboards, pivot tables, and variance charts, it enables effective tracking of sales performance, highlighting discrepancies and providing insights into areas for improvement.

INTRODUCTION

This project analyzes sales performance by comparing actual vs. planned sales across multiple stores. Using dynamic dashboards, pivot tables, and variance charts, it provides insights into sales trends, highlights discrepancies, and helps make data-driven decisions for business improvement.

PROBLEM

The main problems of the task that I have completed and summarized in the presentation are as follows:

First Problem

Difficulty tracking discrepancies between actual and planned sales across stores.

Second Problem

- Lack of actionable insights to improve sales performance and forecasting.

OBJECTIVES

● **Objective 1**

Compare actual vs. planned sales, identify discrepancies, and optimize forecasting.

● **Objective 2**

Provide actionable insights, improve decision-making, and enhance business performance strategies.

METHODOLOGY

The methodology involves collecting sales data, using pivot tables for summarization, applying INDEX-MATCH for dynamic retrieval, visualizing results through variance and line charts, and implementing a user-friendly dashboard for monthly comparisons.
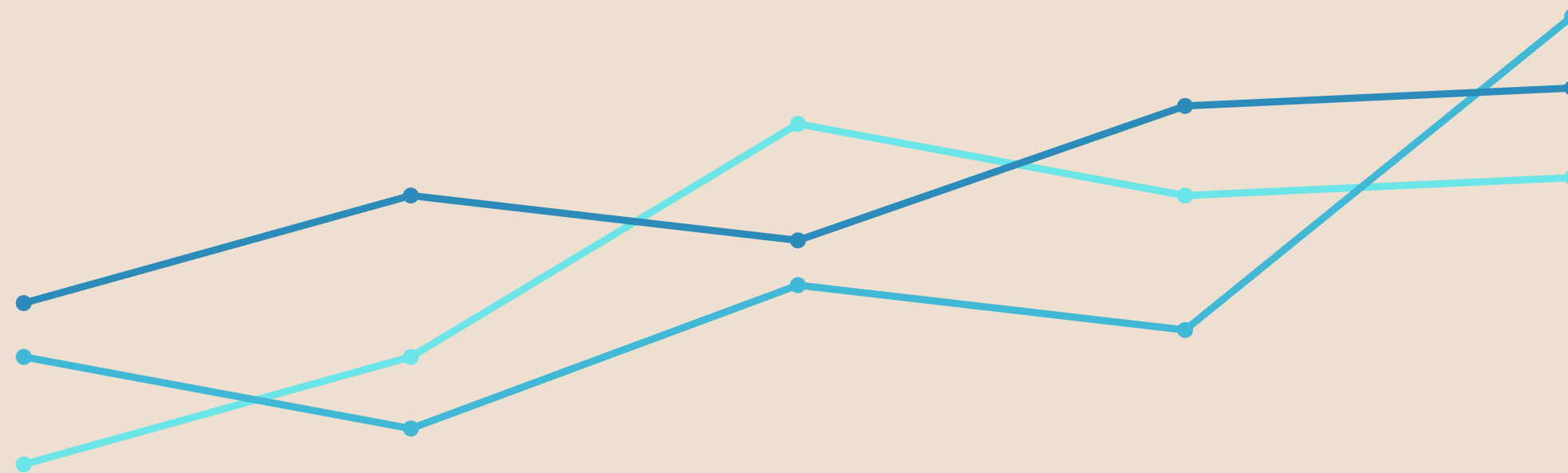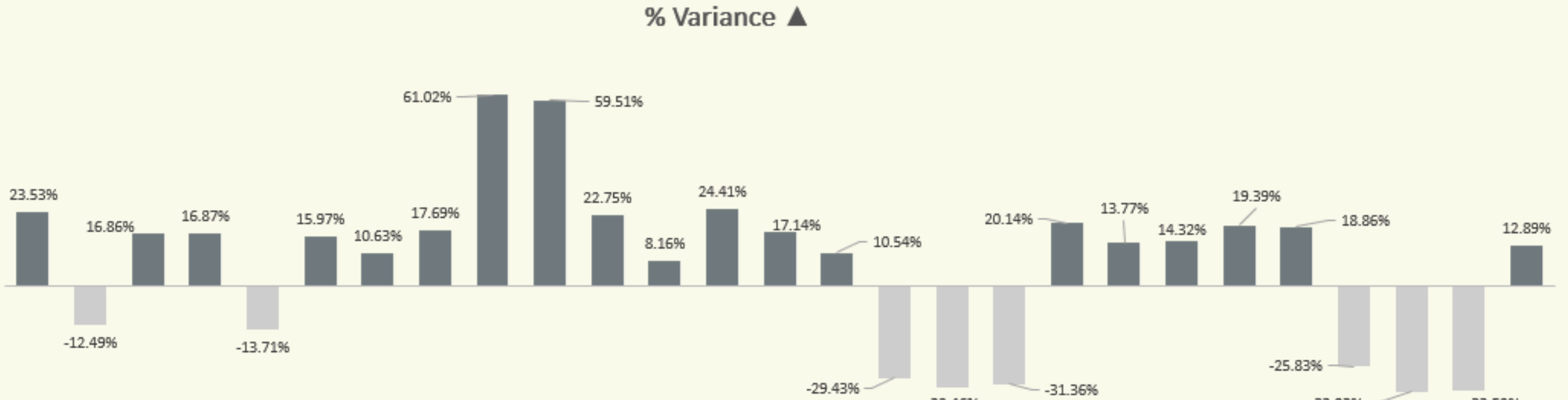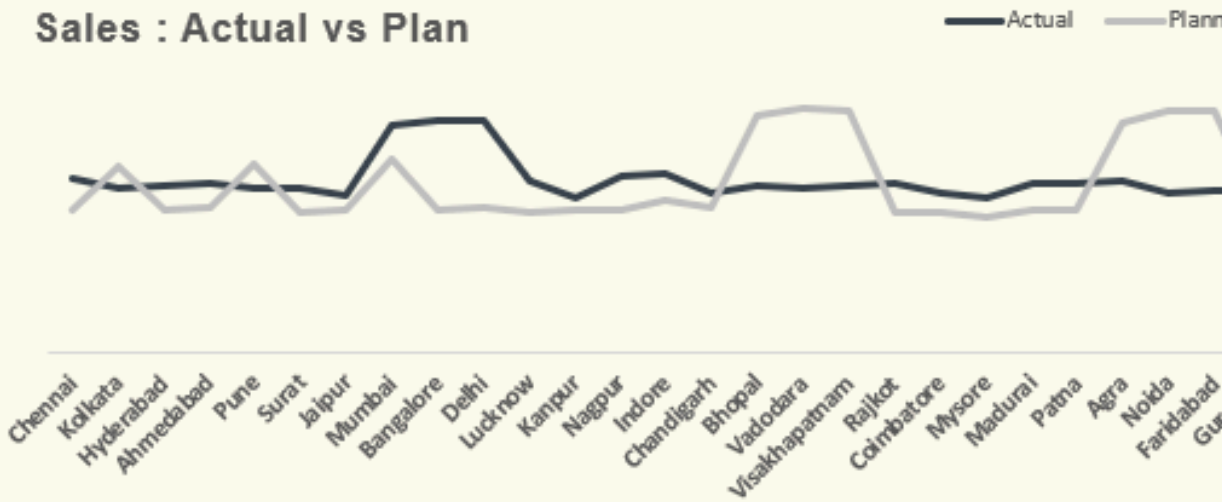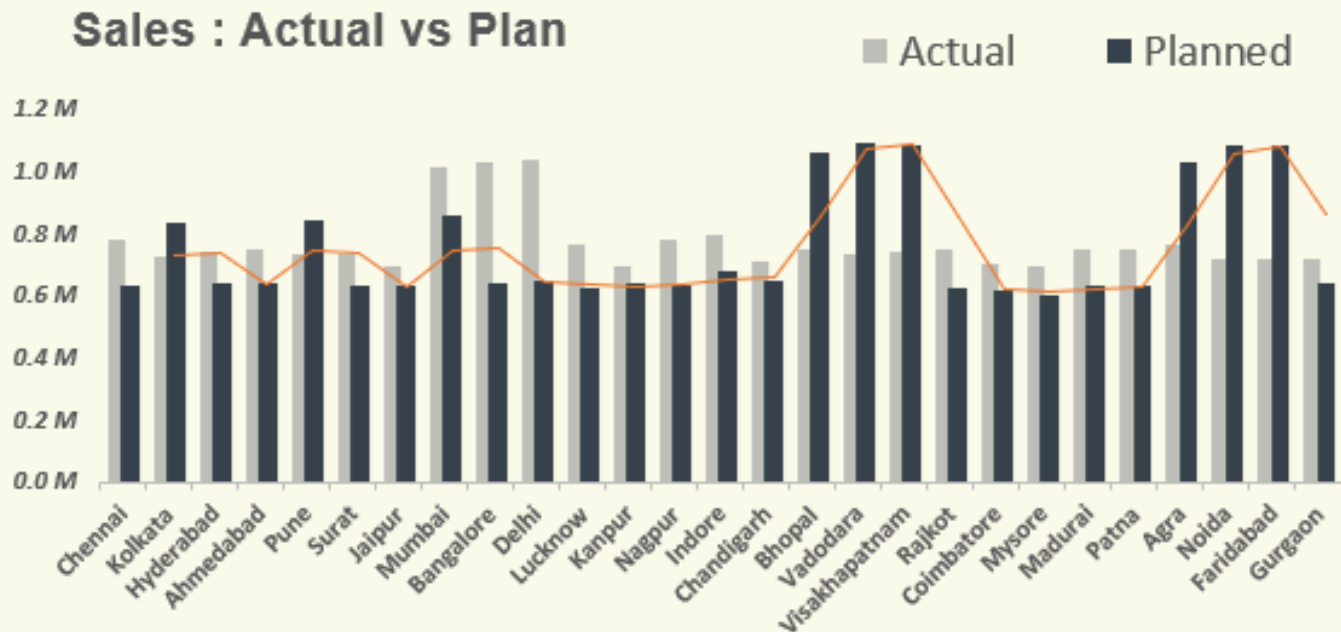
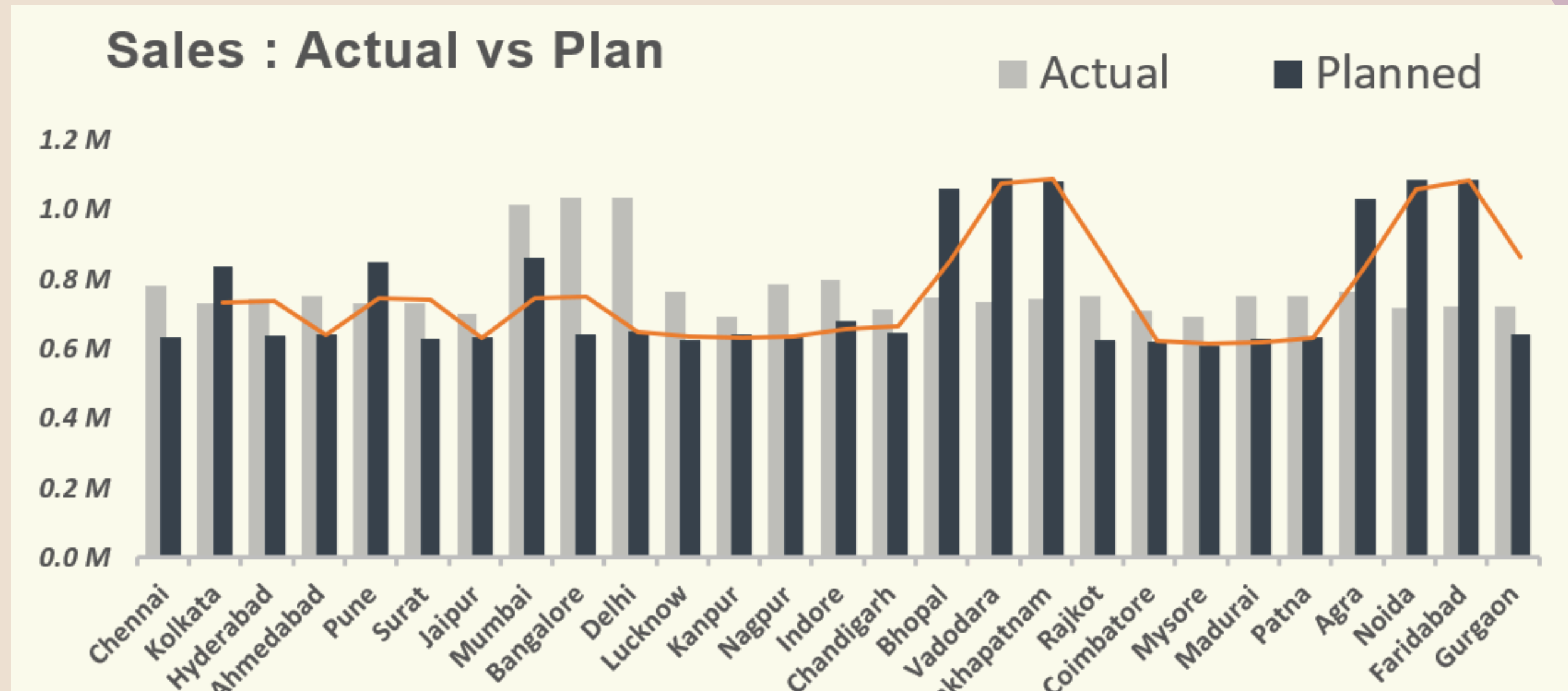# SALES ANALYSIS : Actual vs Planned

Year **2024**

Month **Grand Total**

Location	Actual	Planned	Variance ▲	% Variance ▲
Chennai	781463	632635	148828	23.53%
Kolkata	730758	835026	-104269	-12.49%
Hyderabad	745052	637575	107477	16.86%
Ahmedabad	751435	642949	108487	16.87%
Pune	731186	847387	-116201	-13.71%
Surat	731581	630814	100767	15.97%
Jaipur	699435	632201	67234	10.63%
Mumbai	1012754	860492	152261	17.69%
Bangalore	1033343	641735	391608	61.02%
Delhi	1036928	650056	386872	59.51%
Lucknow	764748	623014	141734	22.75%
Kanpur	693186	640869	52317	8.16%
Nagpur	785451	631334	154116	24.41%
Indore	798072	681280	116792	17.14%
Chandigarh	713380	645376	68004	10.54%
Bhopal	748221	1060302	-312081	-29.43%
Vadodara	736243	1090066	-353823	-32.46%
Visakhapatnam	743380	1082993	-339613	-31.36%
Rajkot	750589	624747	125842	20.14%
Coimbatore	707597	621974	85623	13.77%
Mysore	692805	606026	86779	14.32%
Madurai	753341	630988	122354	19.39%
Patna	752041	632721	119319	18.86%
Agra	764967	1031422	-266455	-25.83%
Noida	717514	1085940	-368427	-33.93%
Faridabad	720785	1084172	-363387	-33.52%
Gurgaon	722315	639829	82486	12.89%

Sales : Actual vs Plan

■ Actual ■ Planned

Sales : Actual vs Plan

Actual — Planned

% Variance ▲

Sales : Actual vs Plan

- **Top performers: The cities with the highest actual sales are Mumbai, Bengaluru, and Delhi.**
- **Underperformers: The cities with the lowest actual sales are Bhopal, Noida and Faridabad.**

% Variance ▲
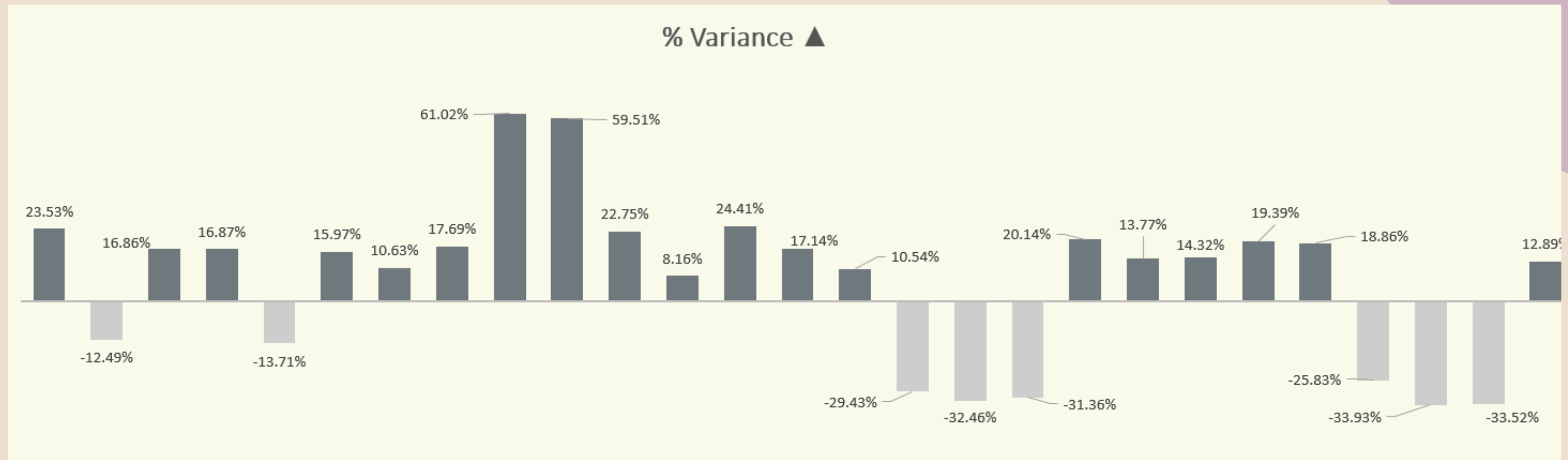
- **Bangalore (61%) and Delhi (59%) significantly exceeded their planned sales targets, demonstrating strong performance and effective sales.**
- **Noida (-33%) and Faridabad (-33%) underperformed, missing their planned sales targets by 33%, indicating potential areas for improvement in sales strategies or operations.**

CONCLUSION

Bangalore and Delhi outperformed their sales targets, while Noida and Faridabad fell short. These results highlight the need for targeted strategies in underperforming cities and leveraging successful approaches in top performers.

RECOMMENDATION

- ## Recommendation 1
  Conduct market analysis in cities like Noida and Faridabad to identify challenges and implement targeted marketing campaigns to boost sales.

- ## Recommendation 2
  Analyze the factors behind Bangalore and Delhi's success and apply similar strategies to other cities to enhance overall sales performance.

THANK YOU

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