It is tricky to estimate the future size of a SQL Server database (based on estimates for amount of data that will be collected) to any degree of accuracy.

This webpage describes how it’s done,

<http://msdn.microsoft.com/en-us/library/ms187445.aspx>

DbSizer produces an Excel spreadsheet that calculates the size of a database based on number of rows per table. DBSizer populates the spreadsheet by reading schema information from the database.

For variable length datatypes (e.g. varchar), calculates the actual average length of the field from existing data. Average field lengths can be modified in the spreadsheet.

Handles all Sql Server datatypes, including custom, binary, and Sql variant.

Includes clustered and non-clustered indexes in size calculation

Database size is calculated by summing the estimated size of each table and index in the database.

Automates creation of spreadsheet on this page,

<http://sqlserverdiaries.com/blog/index.php/2011/05/estimating-the-size-of-an-sql-server-database/>