Revenue Forecast Calculator

Model different pricing scenarios and visualize their impact on your bottom line.

Promotora Systems Inc.
From Strategy to Success: Tools That Drive Results, Not Just Insights

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Model different pricing scenarios and visualize their impact on your bottom line.

Use this worksheet to build side-by-side pricing scenarios and estimate their impact on revenue, margin, and profit. Start with base assumptions, define scenarios (A–C), then compare outcomes. Export the tables to a spreadsheet if you want automated formulas and charts.

Step 1: Set Base Assumptions

Define time period (month/quarter/year), currency, baseline price, expected units, discounts, unit costs, and fixed costs.

Step 2: Create Scenarios

Adjust price, discount, or volume and note any cost changes. Use Scenario A, B, and C columns.

Step 3: Calculate Outcomes

For each scenario, compute Revenue, Gross Profit, Contribution Margin, and Operating Profit.

Step 4: Sensitivity & Break-Even

Test how profit changes with price and volume shifts; estimate break-even units for each scenario.

Step 5: Visualize

Create charts (e.g., revenue and profit by scenario) to support executive decision-making.

Key Definitions & Formulas

- Revenue = Net Price × Units (Net Price = List Price × (1 – Discount%))
- COGS Total = COGS/Unit × Units; Variable Costs Total = Variable/Unit × Units
- Gross Profit = Revenue – COGS Total
- Contribution Margin = Revenue – COGS Total – Variable Costs Total
- Operating Profit = Contribution Margin – Fixed Costs
- Break-even Units = Fixed Costs ÷ (Net Price – COGS/Unit – Variable/Unit)

Base Assumptions

Assumption	Value	Notes
Time Period (e.g., Quarter)		
Currency		
Baseline List Price		
Expected Units (at baseline)		
Average Discount % (baseline)		
COGS per Unit		
Variable Cost per Unit		
Fixed Costs (per period)		
Tax Rate (optional)		

Scenario Modeling

Metric	Scenario A	Scenario B	Scenario C
List Price			
Discount %			
Net Price (calc)			
Units			
Revenue (Net Price × Units)			
COGS per Unit			
COGS Total (calc)			
Variable Cost per Unit			
Variable Costs Total (calc)			
Gross Profit (calc)			
Contribution Margin (calc)			
Fixed Costs			
Operating Profit (calc)			
Operating Margin % (calc)			

Break-even Analysis

Scenario	Contribution/Unit (Net Price − COGS − Variable)	Fixed Costs	Break-even Units (calc)
A			
B			

Scenario	Contribution/Unit (Net Price − COGS − Variable)	Fixed Costs	Break-even Units (calc)
C			

Sensitivity Analysis (Price vs. Volume)

Use this grid to estimate impact when price or volume shifts from plan. Populate with *Operating Profit* (or Contribution Margin) outcomes.

Δ Price / Δ Units	-20%	-10%	0%	+10%	+20%
-20%					
-10%					
0%					
+10%					
+20%					

Visualization Notes

Recommended visuals: (1) Bar chart of Revenue and Operating Profit by Scenario; (2) Waterfall chart from Revenue → Discounts → COGS → Variable → Fixed → Operating Profit; (3) Tornado chart for sensitivity drivers.