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The FORECAST
function is similar to~~

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the TREND function.

The syntax is a little different. For

example, use

`=FORECAST`

`(B51,A1:A50,B1:B50)`

where you're

forecasting a new

value on the basis of

the value in B51.

Also, FORECAST

handles only one

predictor, but TREND

can handle multiple

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Using Excel's charts,
you can see how your
actuals are doing.
And by charting your
actuals, you can see

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How well your sales forecasts do against the actual sales results. The second figure shows a forecast that's based on moving averages, against the monthly actuals. An Excel chart makes it much easier to see how your sales are doing.

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Conrad Carlberg.
Print, 408 pages, July
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sales is one of the
biggest challenges
you face on the job.

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principal tools that the
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add-in gives you to
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easy work. Here is a
quick rundown on
Excel's LINEST
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Column 1. Column 2.

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Forecasts. By Conrad
Carlberg. If you want
to forecast the future
in Excel — next
quarter's sales, for
example — you need
to get a handle on
what's happened in

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the past. So you always start with what's called a baseline (that is, past history — how many poppy seeds a company sold during each of the last ten years, where the market futures wound up each of the last 12 months, what the daily high temperature was year-to-date).

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and click insert
function. A dialogue
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data; Select the right

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forecasts you can
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Explains how
forecasting works and
how to use the tools
built into Excel.

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When you're asked
to make a sales
forecast using Excel
data, one of the first
things you need to

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Forecasting is how far into the future you want to peer. Some forecasting techniques put you in a position to forecast farther out than do others. This figure shows two techniques that let you forecast just one time period ahead.

~~How Far to Forecast?~~

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of estimating future

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on the basis of
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prepared for various
times frames such
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