

	A	B	C	D	E	F	G
1	Q1 - NewThing AdBoil Sales						
2							
3	Selling Price	300		Cost Per Unit	182		
4	Demand			Total Var Cost			
5	Total Revenue			Fixed Cost	£24,000		
6				Total Cost			
7	Profit						
8							
9							
10	Monthly data recorded over year 1						
11	Price	Demand					
12	400	890					
13	420	805					
14	500	621					
15	470	682					
16	550	529					
17	415	821					
18	485	638					
19	530	546					
20	445	742					
21	380	961					
22	585	460					
23	510	584					
24							
25	Trendline Coefficients						
26	ExpA	3594.8					
27	ExpB	-0.0035					
28							
29	Comparison of Observed Data and Predictions						
30							
31	Price	Obs Demand	NT Predict	Excel Predict	NT APes	Excel APes	
32	400	890	947.35	886.47	6.44%	0.40%	
33	420	805	857.19	826.54	6.48%	2.68%	
34	500	621	574.59	624.68		0.59%	
35	470	682	667.58	693.84	2.11%	1.74%	
36	550	529	447.50	524.39	15.41%	0.87%	
37	415	821	878.89	841.13	7.05%	2.45%	
38	485	638	619.35	658.35	2.92%	3.19%	
39	530	546	494.56	562.42	9.42%	3.01%	
40	445	742	756.47	757.29	1.95%	2.06%	
41	380	961	1046.98	950.74	8.95%	1.07%	
42	585	460	375.65	463.93	18.34%	0.86%	
43	510	584	546.57	603.20	6.41%	3.29%	
44							
45					MAPEs		

AdBoil

$y = 3594.8e^{-0.0035x}$