

How can I calculate sales growth in Excel?

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Calculating sales growth in Excel is a simple and efficient way to track the progress of a business's sales over a specific period of time. To do this, one can use the formula = (Current Sales - Previous Sales) / Previous Sales, which will provide the percentage change in sales. This formula can be applied to a single cell and then dragged down to calculate the sales growth for multiple periods. Alternatively, one can use the built-in "Growth" function in Excel, which allows for the calculation of sales growth in a specific time frame. By inputting the current and previous sales figures, the function will automatically calculate the growth percentage. This method helps businesses to analyze their sales performance, identify trends, and make informed decisions for future growth. Additionally, Excel allows for the creation of charts and graphs to visually represent the sales growth data, making it easier to understand and communicate to others.

Calculate Sales Growth in Excel (With Example)

You can use the following formula in Excel to calculate the sales growth between two different periods:

`=(B3-B2)/B2`

This formula calculates the sales growth, assuming the value in cell B2 represents the value for the first sales period and the value in cell B3 represents the value for the second sales period.

The following example shows how to use this formula in practice.

Example: How to Calculate Sales Growth in Excel

Suppose we have the following dataset that shows the total sales made by some company during 10

consecutive years:

	A	B	C	D	E	F
1	Year	Sales				
2	2010	130				
3	2011	145				
4	2012	190				
5	2013	180				
6	2014	200				
7	2015	250				
8	2016	240				
9	2017	300				
10	2018	310				
11	2019	324				
12						
13						
14						
15						
16						
17						
18						

Suppose we would like to calculate the sales growth for each year.

To do so, we can type the following formula into cell C3:

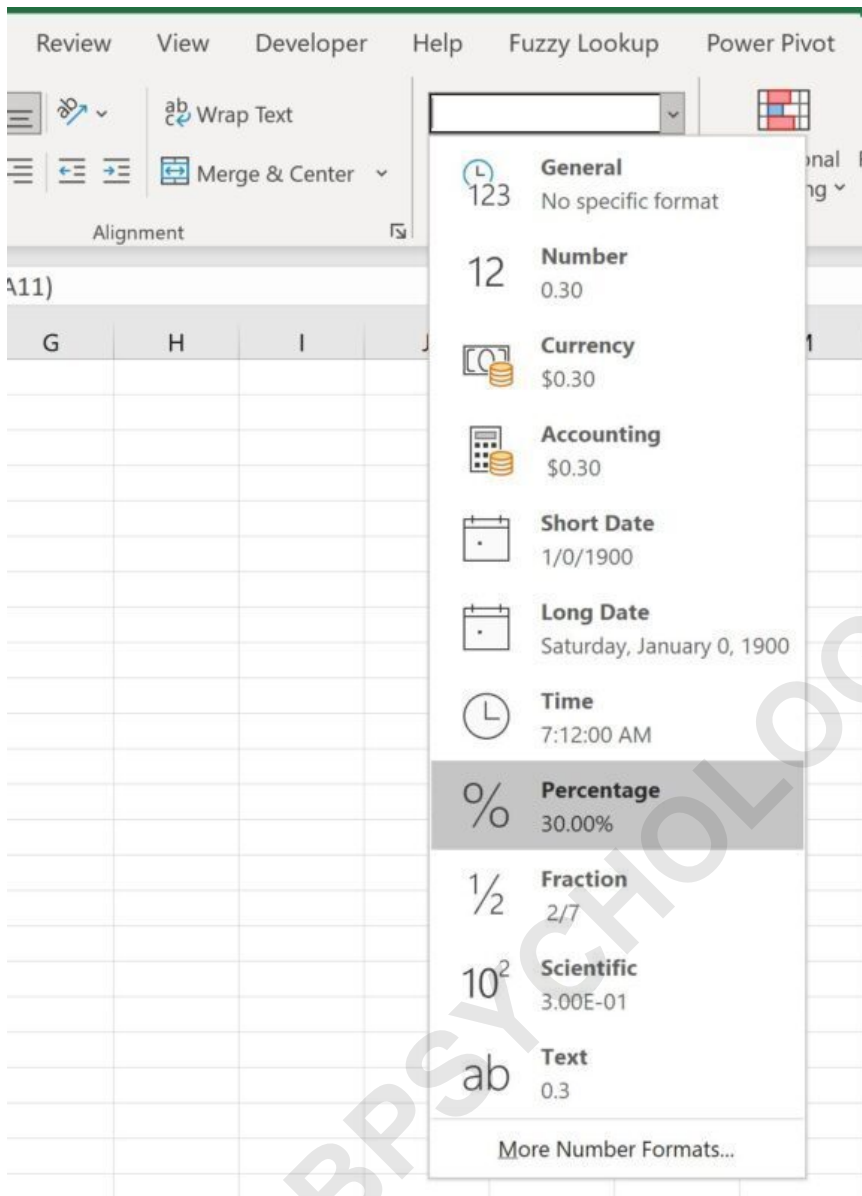
`=(B3-B2)/B2`

We can then click and drag this formula down to each remaining cell in column C:

C3 \times \checkmark f_x $=(B3-B2)/B2$

	A	B	C	D	E
1	Year	Sales	Sales Growth		
2	2010	130			
3	2011	145	0.115384615		
4	2012	190	0.310344828		
5	2013	180	-0.05263158		
6	2014	200	0.111111111		
7	2015	250	0.25		
8	2016	240	-0.04		
9	2017	300	0.25		
10	2018	310	0.033333333		
11	2019	324	0.04516129		
12					
13					
14					
15					
16					

Next, we can display the sales growth values as percentages by highlighting the cell range C3:C11, then clicking Percentage from the Number Format dropdown menu in the Number group on the Home tab:



Each of the sales growth values will now be displayed as percentages:

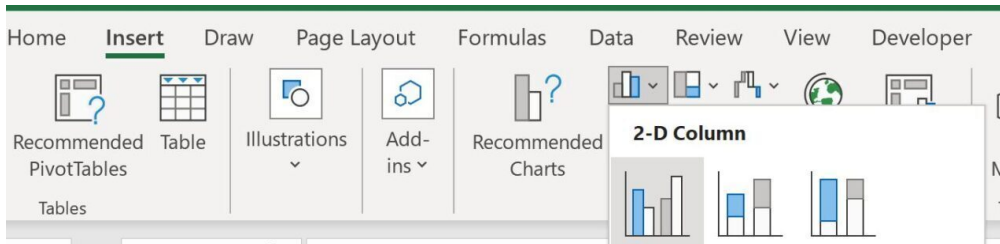
	A	B	C	D	E
1	Year	Sales	Sales Growth		
2	2010	130			
3	2011	145	11.54%		
4	2012	190	31.03%		
5	2013	180	-5.26%		
6	2014	200	11.11%		
7	2015	250	25.00%		
8	2016	240	-4.00%		
9	2017	300	25.00%		
10	2018	310	3.33%		
11	2019	324	4.52%		
12					
13					
14					
15					
16					
17					

From the output we can see:

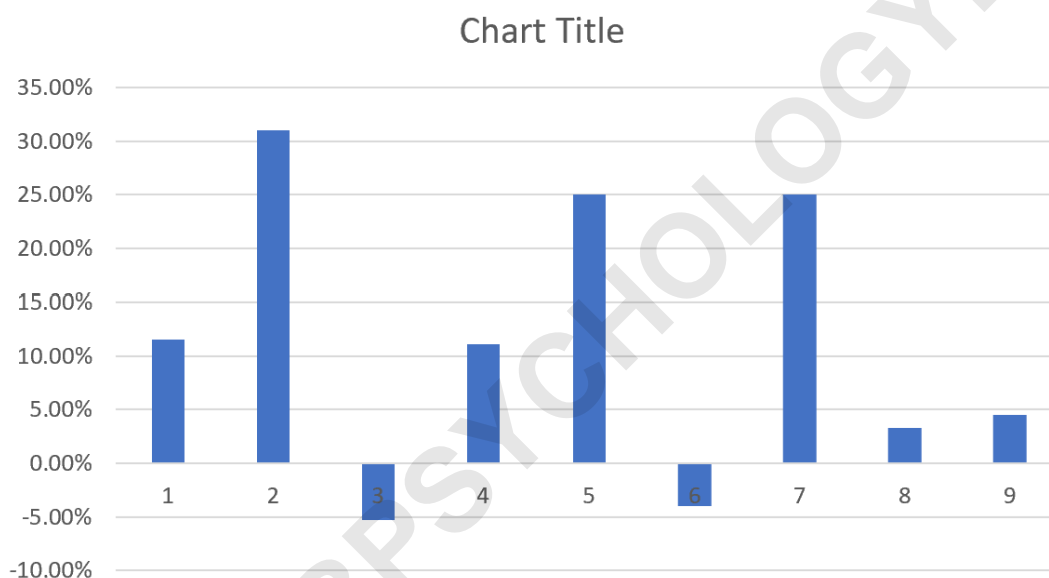
Sales grew by 11.54% from 2010 to 2011. Sales grew by 31.03% from 2011 to 2012. Sales declined by 5.26% from 2012 to 2013.

And so on.

If you'd like to visualize these values, you can highlight the cell range C3:C11, then click the Insert tab along the top ribbon, then click the icon titled Cluster Column within the Charts group:



The following bar chart will appear that displays the sales growth values by year:



This allows us to quickly see which years had positive vs. negative sales growth.

The following tutorials explain how to perform other common operations in Excel: