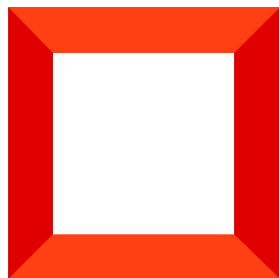
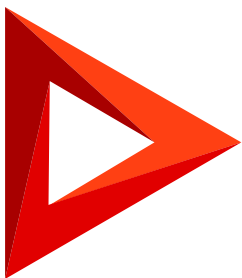


Forecasting

Set up forecast

Version 7.18



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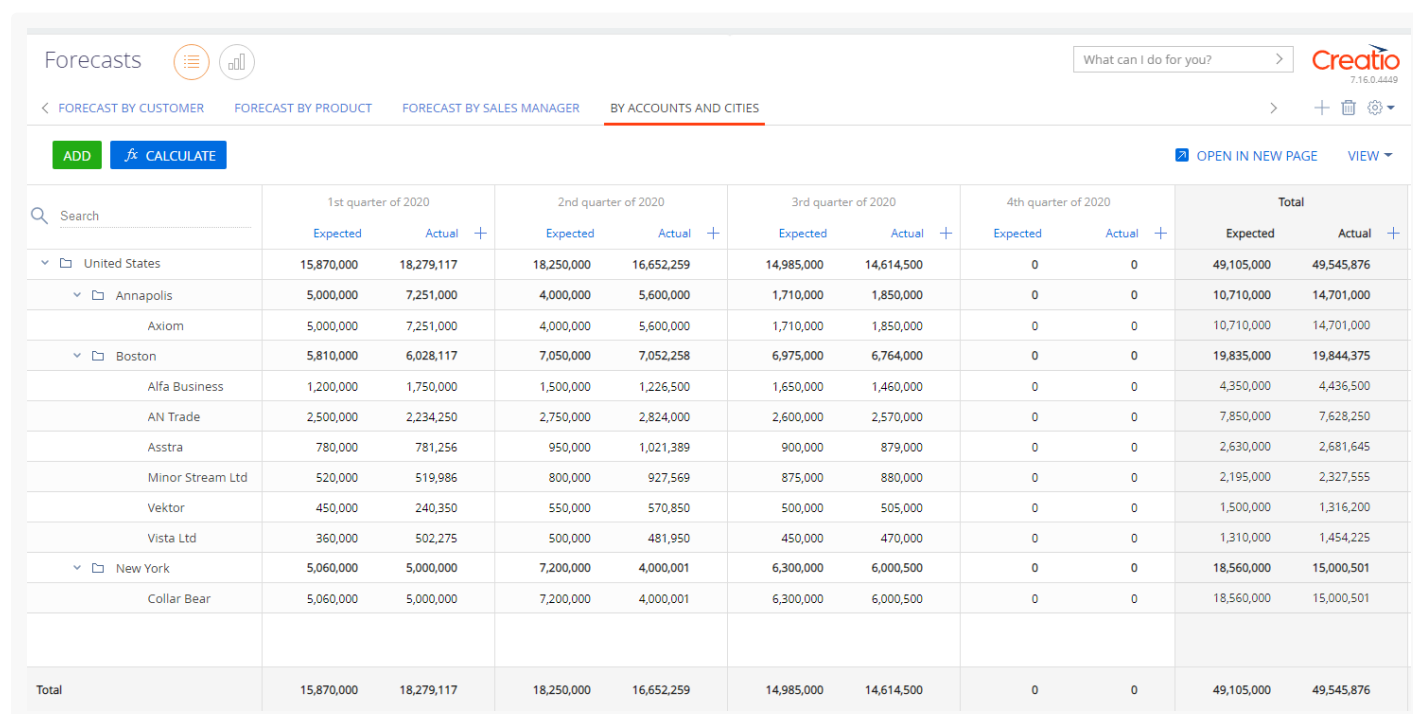
Set up forecast

PRODUCTS: SALES CREATIO, ENTERPRISE EDITION

Creatio provides the [*Forecasts*] section to plan the financial, quantitative, or temporal metrics, as well as tools to analyze the actual indicators, determine the bottlenecks, and increase the efficiency.

The forecasting functionality enables out-of-the-box planning sales volumes by managers, accounts, or industries. You can also create custom forecasts for any type of data, set up custom forecasting indicators and periods. All forecasts are available in the [*Forecasts*] section ([Fig. 1](#)).

Fig. 1 The [*Forecasts*] section



Search	1st quarter of 2020			2nd quarter of 2020			3rd quarter of 2020			4th quarter of 2020			Total	
	Expected	Actual	+	Expected	Actual	+	Expected	Actual	+	Expected	Actual	+	Expected	Actual
United States	15,870,000	18,279,117		18,250,000	16,652,259		14,985,000	14,614,500		0	0		49,105,000	49,545,876
Annapolis	5,000,000	7,251,000		4,000,000	5,600,000		1,710,000	1,850,000		0	0		10,710,000	14,701,000
Axiom	5,000,000	7,251,000		4,000,000	5,600,000		1,710,000	1,850,000		0	0		10,710,000	14,701,000
Boston	5,810,000	6,028,117		7,050,000	7,052,258		6,975,000	6,764,000		0	0		19,835,000	19,844,375
Alfa Business	1,200,000	1,750,000		1,500,000	1,226,500		1,650,000	1,460,000		0	0		4,350,000	4,436,500
AN Trade	2,500,000	2,234,250		2,750,000	2,824,000		2,600,000	2,570,000		0	0		7,850,000	7,628,250
Asstra	780,000	781,256		950,000	1,021,389		900,000	879,000		0	0		2,630,000	2,681,645
Minor Stream Ltd	520,000	519,986		800,000	927,569		875,000	880,000		0	0		2,195,000	2,327,555
Vektor	450,000	240,350		550,000	570,850		500,000	505,000		0	0		1,500,000	1,316,200
Vista Ltd	360,000	502,275		500,000	481,950		450,000	470,000		0	0		1,310,000	1,454,225
New York	5,060,000	5,000,000		7,200,000	4,000,001		6,300,000	6,000,500		0	0		18,560,000	15,000,501
Collar Bear	5,060,000	5,000,000		7,200,000	4,000,001		6,300,000	6,000,500		0	0		18,560,000	15,000,501
Total	15,870,000	18,279,117		18,250,000	16,652,259		14,985,000	14,614,500		0	0		49,105,000	49,545,876

Case. Create a quarterly sales forecast and group sales by category, type, and brand.

The calculation must be based on paid invoices. Calculation: automatic, daily.

Adding new products to the forecast must trigger the distribution of the group indicators among the child elements.

1. Select the forecast object and period

Users can only specify the entity (an “object”) while creating a new forecast and cannot change the object of an existing forecast.

We recommend that you select objects that are rarely modified. This type of object better suits for the long-term analysis of data. Examples of good forecast entities include responsible managers (contacts), customers and partners, their need types (product or service categories of your company), opportunity types, products. Use

objects like leads, activities, opportunities, invoices, and orders for calculating the expected metrics, and not as the forecast entities.

Note. When you add a forecast by an entity that has not been used in forecasts before, Creatio will add a new database table in the background. This table will store all the forecasts configured for this entity.

To select the forecast object and period:

1. Go to the [*Forecasts*] section.
2. In the top left corner of the workspace, click .
3. In the opened window:
 - a. Enter the name of the new forecast. In our case, it is "By product."
 - b. Select the period. In our case, it is "Quarter." This parameter will not be available for editing once you save the forecast. Three forecast period types are available out-of-the-box: "Month," "Quarter," and "Year." You can create custom periods as well. Learn more in the "[Add forecast periods](#)" article.

Specify the forecast entity. In our case, it is "Products."

Some of the parameters, including the period type and forecast entity cannot be modified. The forecast name and data hierarchy are editable. Click  on the forecast tab panel to edit them.

- c. Select the [*Automatic calculation*] checkbox. Specify the frequency and timeframe of automatic calculation in the now visible fields. For example, set up to run calculations every 23 hours during the off-peak time – from 12:00 AM to 5:59 AM ([Fig. 1](#)).

Fig. 1 Example of setting up automatic forecast calculation

Edit forecast ×

Name*
Forecast by product

Period type*
Month

Forecast entity*
Product

☒ Automatic calculation

Run every
23 hours

from 12:00 AM to 5:59 AM

Set up hierarchy

1 level hierarchy across the field

SAVE **CANCEL**

d. Proceed to the forecast hierarchy setup.

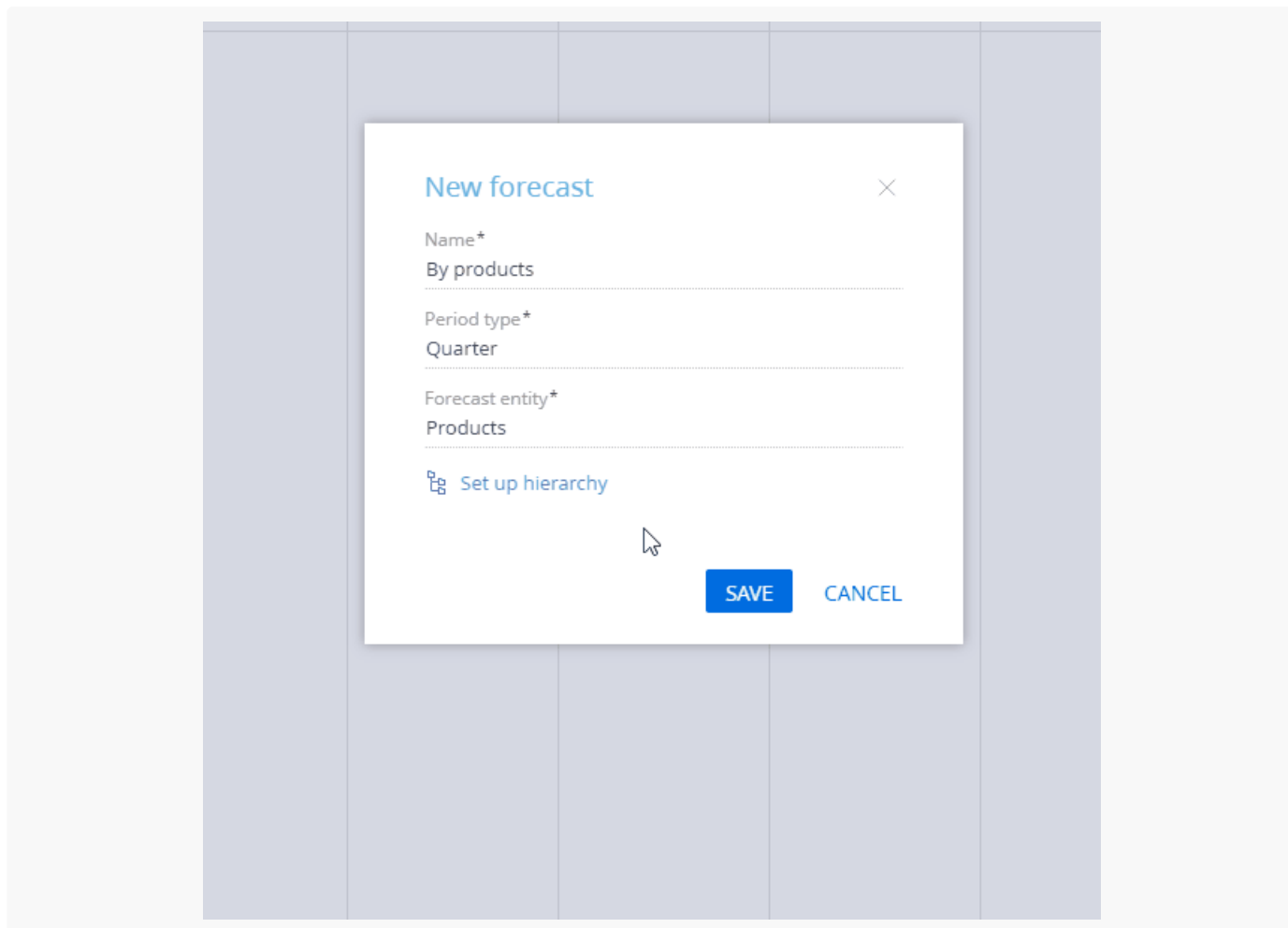
2. Set up forecast hierarchy

You can group the forecast entities if they are too many to show as a plain list. In our example, these are "Category," "Type," and "Brand." A forecast can have up to 10 grouping criteria, organized as a hierarchy of groups (e.g., country->region->city). You can modify the hierarchy at any time.

To group forecast objects:

1. Click [*Set up hierarchy*] in the [*Edit forecast*] mini-page.
2. Select the column for grouping objects on the first hierarchy level. For example, add the [*Category*] column.
3. Select columns for each subsequent hierarchy level in the same way. For example, add the [*Type*] column on the second hierarchy level and the [*Brand*] column on the third hierarchy level.
4. Click [*Save*] ([Fig. 1](#)).

Fig. 1 Setting up the forecast hierarchy



As a result, Creatio will generate a table with forecast objects grouped by the specified conditions.
Proceed to specify the forecast data.

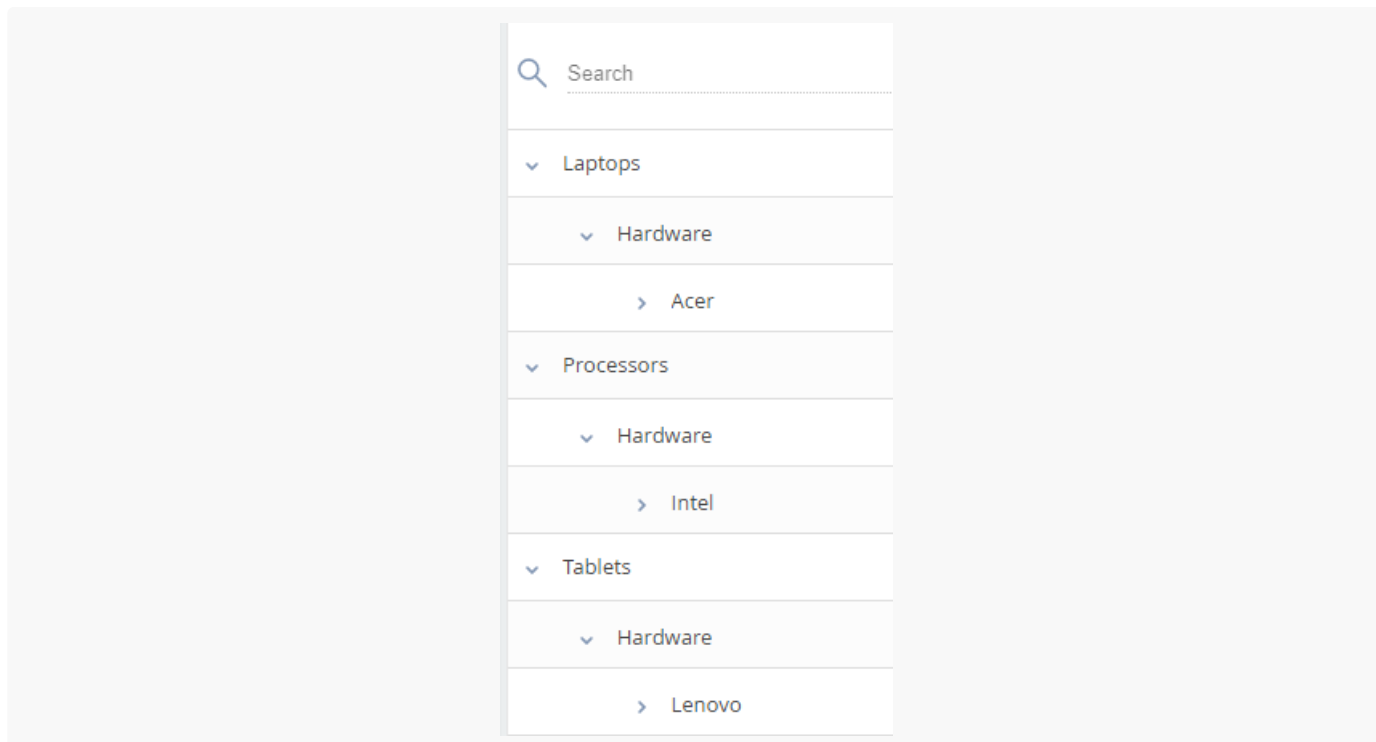
3. Specify forecast data

Specify data to run calculations.

To do this:

1. Click [*Add*] on the forecast record page.
2. In the opened window, select the needed records of the forecast entity, for example, a product list. To add all available records to the forecast, click [*Actions*] -> [*Select all*].
3. Click the [*Select*] button.
As a result, the list of selected records will appear on the left panel of the forecast. The records in the list will be grouped as per the pre-configured hierarchy ([Fig. 1](#)).

Fig. 1 Example of configuring a list of forecast records



To remove a specific record from the forecast, hover the mouse pointer over the record and click .

Click  on the forecast tab panel to change the forecast hierarchy.

Proceed to column setup.

4. Set up columns

The forecast metrics are calculated in the forecast columns. The following forecast column types are used:

- **Editable** – you enter the value manually.
- **Value from object** – Creatio pulls the necessary data from the database.
- **Formula** – you specify a formula for calculating the value based on the data available in Creatio.

For new forecasts, a single [*Expected*] column is available by default for each period. You can edit this value. You can change the column settings or delete the column completely.

Set up the [Forecast] column

Enter the expected indicators manually for each element in the forecast structure or set up automatic distribution. Only the parent element's expected indicators are editable with automatic distribution set up. Creatio will calculate the values for the child elements automatically. To do this, set up the [*Expected*] column:

1. Hover the mouse pointer over the column title and click the  button that appears on the left.
2. Select the [**Allow editing of group indicators**] checkbox in the column setup box.

As a result, when you add new products to the forecast, only the expected group indicator is editable for the group that includes those products. Expected values for new group records will be calculated proportionally to the number of child elements. At the low level, the indicators will be uneditable and always equal to the

“Expected indicators of the upper level / number of the nested levels” ratio. However, intermediate indicators are editable. The values of both child and parent elements will be recalculated.

Set up the [Actual] column

1. Click **+** to the right of the [*Expected*] column.
2. In the opened window, specify the name of the new column (“Actual”) and its type (“Value from object”). The window will display a list of column parameters.
3. Populate the column parameters.
 - a. [*Section*] – Creatio object that has the needed data. In our case, it is “Product in invoice.” Apply filters that would consider only the paid or partially paid invoices within the specified time when calculating the actual forecast data.
 - b. [*Function*] – method of calculation. The function can be “sum,” “count,” or “average.” For this case, select “sum.”
 - c. [*Indicator*] – the value that is the base for calculation. In our case, it is “Total, base currency.”
 - d. [*Forecast object binding*] – a field that connects the data object (“Product in invoice”) and the forecast entity (“Product”). In our case, this is the “Product” field.
4. Click [*Save*].

Fig. 1 Example of setting up a column of the “Value from object” type

The screenshot shows a 'Column setting' dialog box with the following configuration:

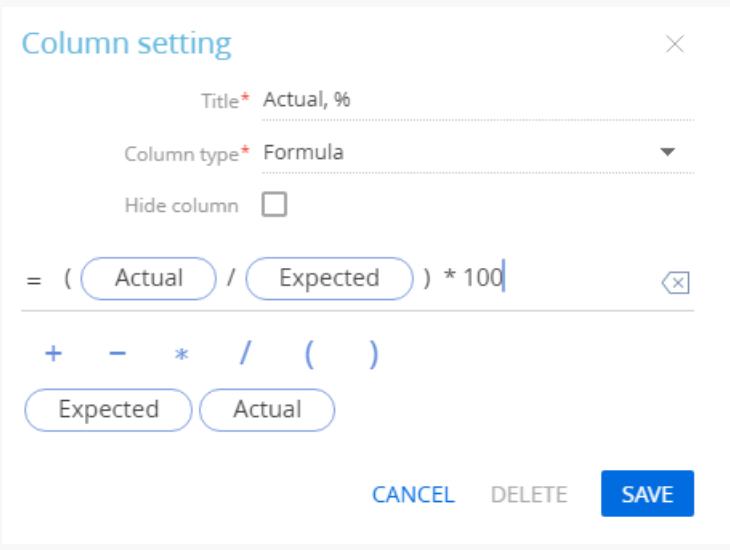
- Title:** Actual
- Column type:** Value from object
- Hide column:** ☐
- 1 Calculation conditions:**
 - Section:** Product in invoice
 - Conditions:**
 - ☒ AND
 - ☒ Invoice.Payment status = Paid; Partially paid
 - [+ Add condition](#)
 - Period field:** Invoice.Paid on
- 2 Calculation method:**
 - Function:** sum
 - Indicator:** Total, base currency 100 %
- 3 Forecast object binding:**
 - Field in [Product in invoice] for link with [Product]:** Product

At the bottom, there are buttons for CANCEL, DELETE, and SAVE.

To set up the [Actual,%] column

1. Click [+](#) to the right of the [*Actual*] column.
2. In the opened window, specify the name of the new column ("Actual, %") and its type ("Formula"). The window will display a field for entering the formula, available columns, and mathematical operations.
3. Set up the formula that will calculate the column value ([Fig. 1](#)).
4. Click [Save].

Fig. 1 Example of setting up a column of the "Formula" type



Column setting

Title* Actual, %

Column type* Formula

Hide column ☐

= (Actual / Expected) * 100

+ - * / ()

Expected Actual

CANCEL DELETE SAVE

As a result, the configured columns will be added to the table and display the calculated indicators.

After the column setup, enter the expected indicators manually for each element in the plan structure. Alternatively, set up automatic distribution and click [*Calculate*]

After the calculation is finished, you will receive a notification on the communication panel. As a result, all expected forecast indicators will be populated with data fetched from the Creatio database or calculated using the formula.

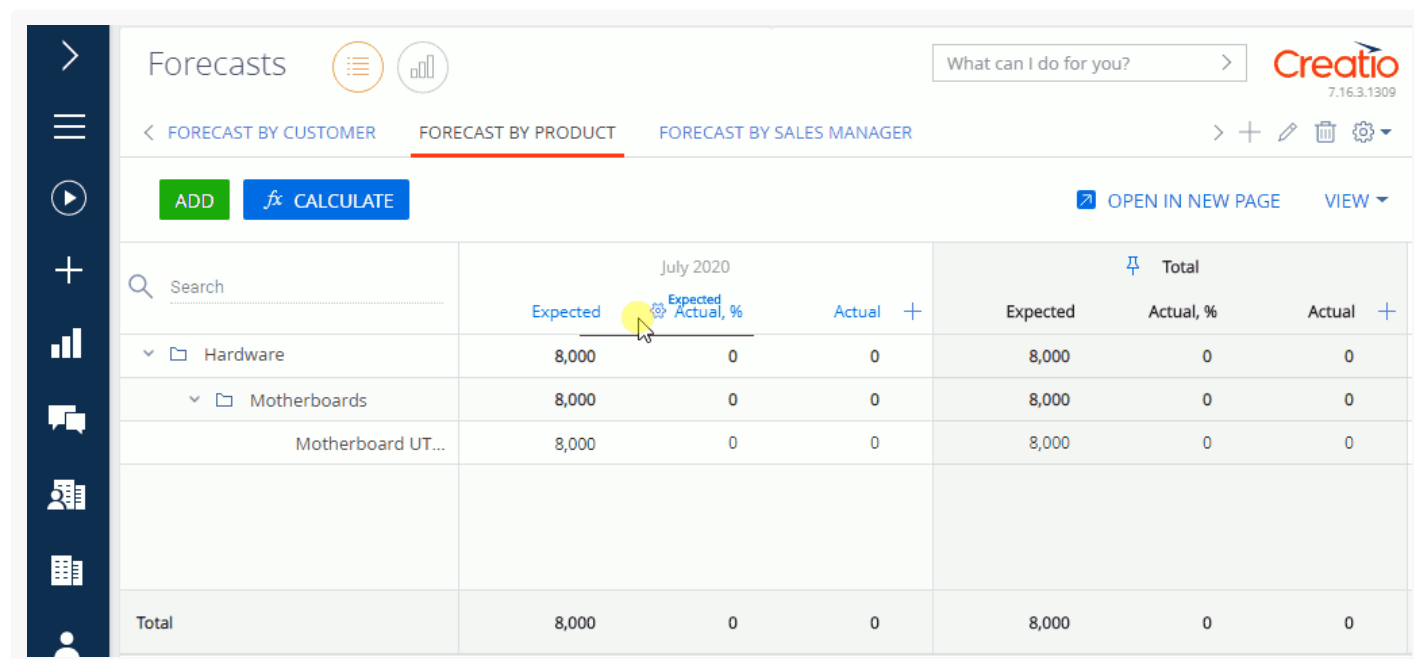
To **change the column settings**, hover your cursor over the column title and click ⚙ on the left.

To **hide a column**, hover your cursor over the column title and click ⚙ -> select the [*Hide column*] checkbox.

To **delete a column**, hover your cursor over the column title and click ⚙ -> [*Delete*].

If necessary, change the forecast column order using drag&drop (Fig. 2).

Fig. 2 Changing the column order in a forecast



Forecasts

What can I do for you?

7.16.3.1309

< FORECAST BY CUSTOMER FORECAST BY PRODUCT FORECAST BY SALES MANAGER > + ✎ 🗑 ⚙

ADD CALCULATE OPEN IN NEW PAGE VIEW

	July 2020			Total		
	Expected	Expected Actual, %	Actual	Expected	Actual, %	Actual
Hardware	8,000	0	0	8,000	0	0
Motherboards	8,000	0	0	8,000	0	0
Motherboard UT...	8,000	0	0	8,000	0	0
Total	8,000	0	0	8,000	0	0

To facilitate working to summarize forecast indicators, lock the [*Totals*] column on the right by clicking  .