CONCEPT: TREND PERCENTAGES

- **Trend Percentages** are a form of horizontal analysis. Trends show the direction a business is headed (i.e. growing?)

   ☐ Choose a year as the base year (usually the oldest year)

$$Trend\ Percentage\ =\ \frac{That\ Year's\ Dollar\ Amount}{Base\ Year\ Dollar\ Amount}\ *\ 100$$

EXAMPLE: Compute the trend percentages for income from operations:

	2018	2017	2016	2015	2014
Sales	$676,000	$862,000	$1,406,000	$1,129,000	$842,000
Calculation					
Trend Percentages					

PRACTICE: Show the trend percentages for Sales and Net Income. Use 2015 as the base year:

	2018	2017	2016	2015
Sales	$9,960	$9,260	$8,790	$8,410
Calculation				
Trend Percentages				
Net Income	$670	$500	$480	$432
Calculation				
Trend Percentages				