Optimizing BMW Sales & Service

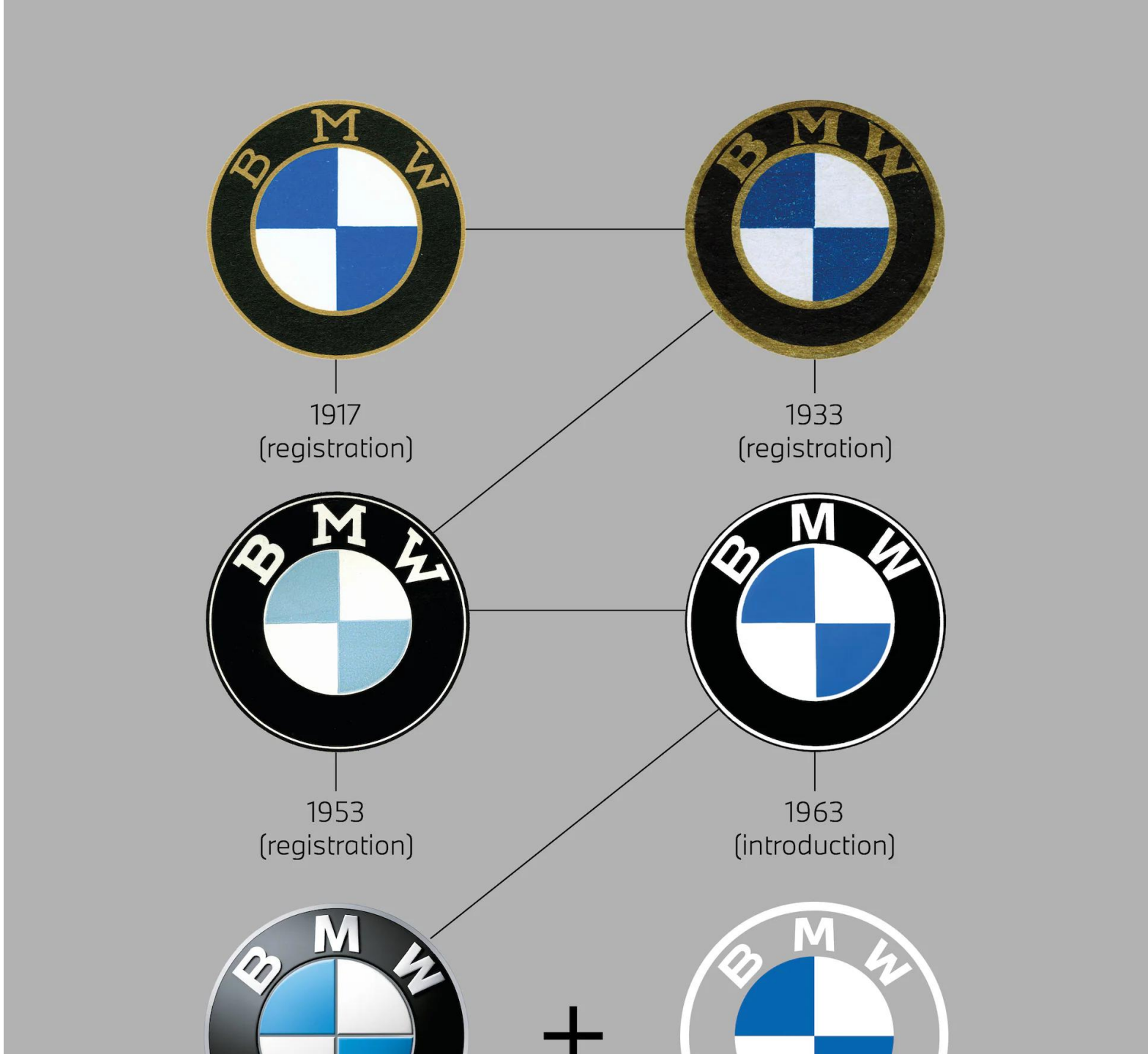
A Data Intelligence Approach by Aayush Tiwari

Project Introduction

- Goal: Improve decision-making with data-driven insights for BMW.
- Tools Used: Excel, Python, Power BI, PowerPoint.
- Datasets: Sales, Service, Customer Feedback (30 entries each).

Data Pipeline Overview

- **Excel** → Data cleaning and preparation
- **Python** → Analytics, Forecasting
- **Power BI** → Dashboards and Visualization
- **PowerPoint** → Presentation of Insights



Sales Dashboard Insights

- Highest units sold: **BMW 3 Series (2023)**
- **Europe** region leads in revenue generation
- Electric models (**iX, i4**) show growth trend

Service Dashboard Insights

- Best satisfaction: **Berlin Center (4.8/5)**
- Complaint rate high in **USA centers**
- Avg. service time varies by **region**

Customer Feedback Insights

- **BMW X5** receives highest rating in **Germany**
- Common words in reviews: “**Luxury**”, “**Smooth**”, “**Performance**”
- Average rating: **4.3/5**

Key Findings

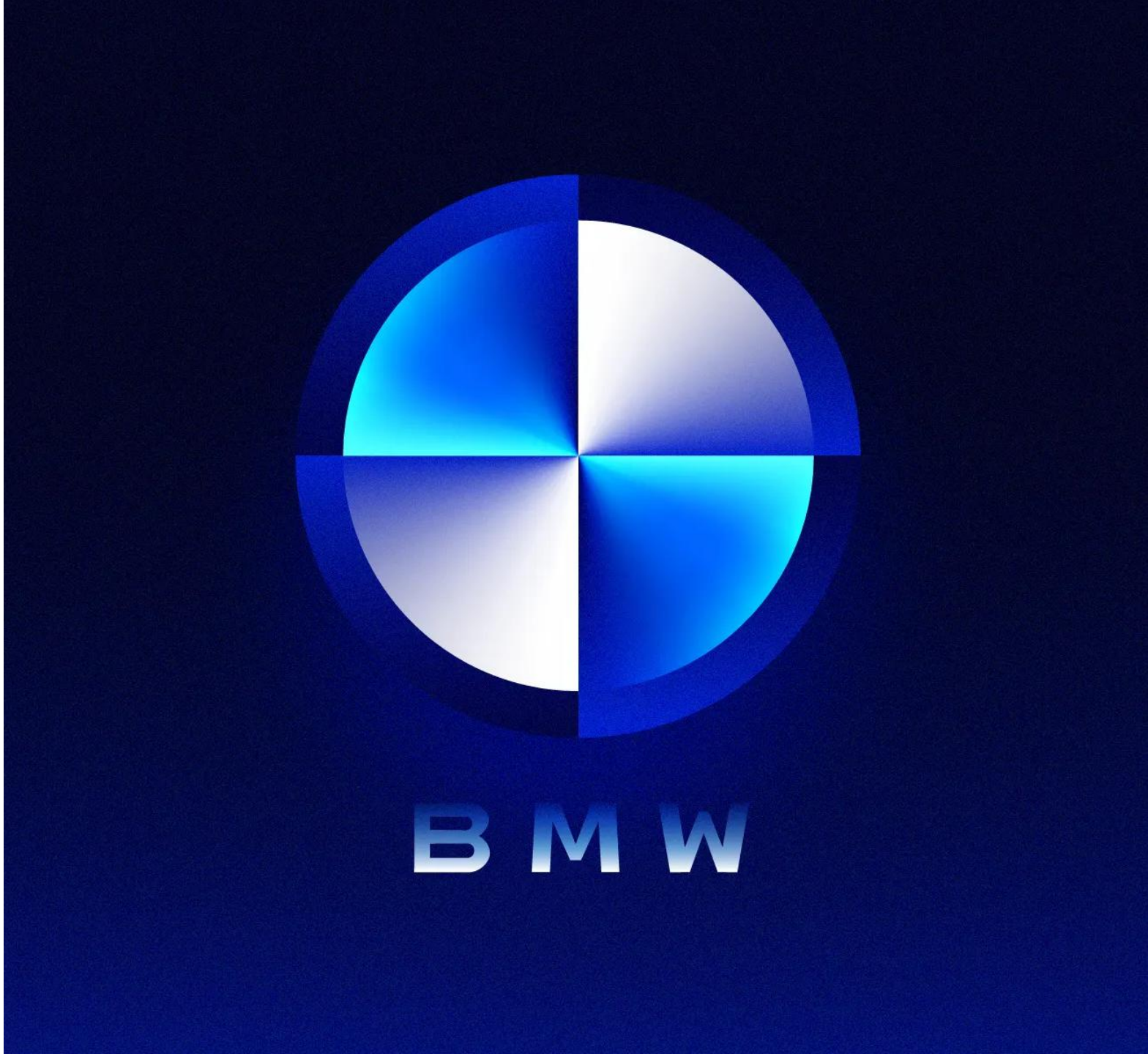
- Focus marketing on high-performing electric models
- Improve US service quality
- Monitor regions with low customer satisfaction

Recommendations

- Use real-time dashboards at regional levels
- Invest in **iX/i4** growth across Asia
- Retrain service teams in high-complaint regions

Future Scope

- Integrate **ML model** for sales forecasting
- Connect real-time data pipelines with **BMW APIs**
- Automate insights using **Power Automate**



Thank You

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