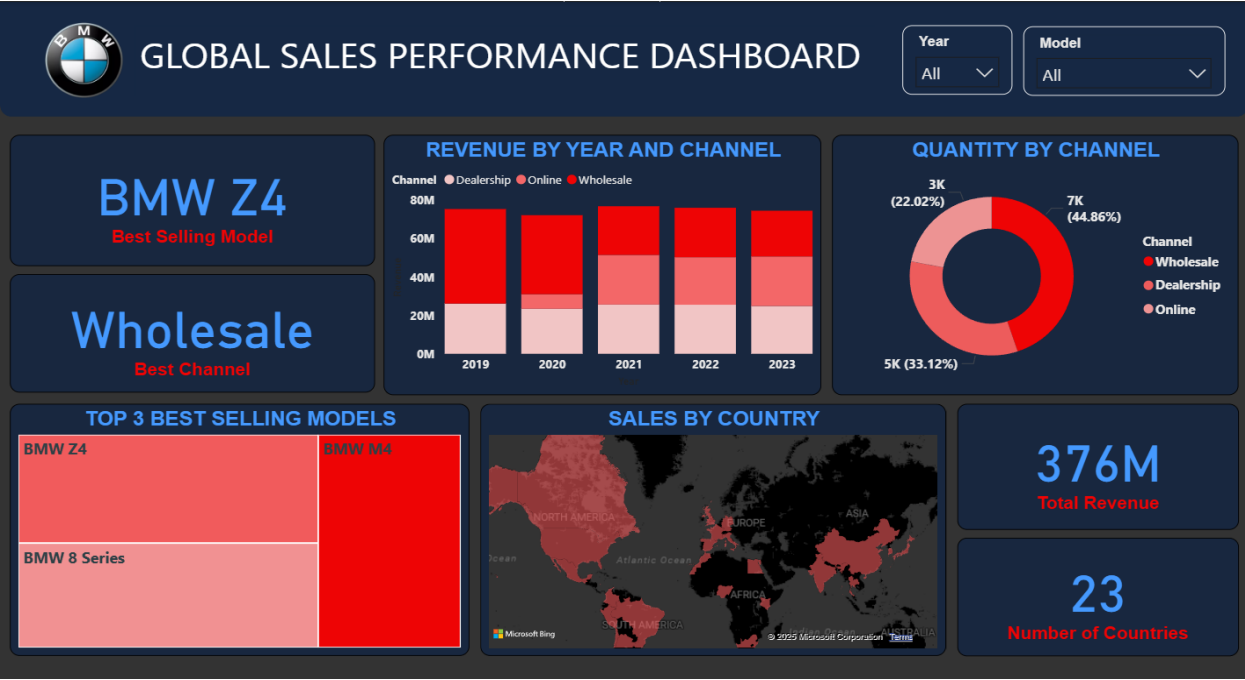


INSIGHTS REPORT



1. Executive Summary

This dashboard highlights strong global sales, with the BMW Z4 as the top-selling model and Wholesale as the leading sales channel. We've achieved ₹376M in revenue across 23 countries, with consistent performance from 2019 to 2023. The top three models and key channels are driving steady growth worldwide.

2. Dashboard Overview

Section	Purpose
Best Selling Model	Highlights the highest-selling BMW model across all markets.
Best Channel	Identifies the top-performing sales channel based on revenue and quantity.
Revenue by Year and Channel	Shows yearly revenue trends segmented by sales channels (Dealership, Online, Wholesale).
Quantity by Channel	Displays the proportion of units sold through each sales channel.
Top 3 Best Selling Models	Ranks the three best-selling BMW models by overall volume.

Section	Purpose
Sales by Country	Visualizes sales distribution across countries using a world map.
Total Revenue	Displays the cumulative revenue from all sales channels and regions.
Number of Countries	Indicates the total number of countries where sales have been recorded.

3. Key Insights

- Online Channel Dominance Emerged in 2023:** While Wholesale was the top sales channel from 2019-2022, the Online channel successfully overtook Wholesale in 2023, indicating a significant shift in sales strategy effectiveness.
- Rapid Growth of Online Sales Channel:** The Online channel experienced substantial growth, rising from 0% in 2019 to over 35% by 2023, showcasing a successful digital transformation.
- South America as the New Revenue Leader:** South America emerged as the top-performing region by revenue in 2022-2023, following North America (2019-2020) and Asia's surge in 2021, highlighting dynamic regional market shifts.
- Consistent Revenue Despite Pandemic Dip:** Average yearly revenue remained stable at approximately \$75M from 2019-2023, with a peak of \$77M in 2021 and a dip to \$72M in the pandemic year of 2020, demonstrating resilience.
- Shifting Consumer Preferences Towards Electric and Compact Models:** Model sales patterns show a frequent top performance from BMW Z4, i4, and M4, with a notable shift towards electric and compact series in later years.
- Key Growth Markets in 2023:** Mexico, USA, and South Korea were the countries with the highest revenue in 2023, with significant growth observed in Argentina and Peru within South America.
- Broad Global Reach:** Products were sold in a total of 23 countries, indicating a wide international market presence.

4. Suggested Actions

Insight	Suggested Action	Priority
Accelerate Online Sales	<i>Increase digital marketing & promotions; enhance website; Implement strategies to further grow the online channel.</i>	<i>HIGH</i>
Expand Electric & Compact Models	<i>Focus on marketing and sales of electric and compact series models, aligning with shifting consumer preferences.</i>	<i>HIGH</i>
Dominate Growth Markets	<i>Identify and expand retail presence in promising markets like Argentina and Peru, and reinforce efforts in Mexico, USA, and South Korea.</i>	<i>HIGH</i>
Maximize Revenue through Strategic Moves	<i>Implement flexible ownership options to attract more customers.</i>	<i>MEDIUM</i>
Optimize Sales & Inventory	<i>Utilize AI-driven solutions for sales forecasting and inventory management.</i>	<i>MEDIUM</i>
Improve Dealership Performance	<i>Revamp the dealership experience to enhance customer satisfaction and sales.</i>	<i>MEDIUM</i>

5. Business Value

This Global Sales Performance dashboard, alongside the accompanying insights report, provides your business with clear direction to concentrate on its most effective sales channels and top-performing models. Consistent application of this reporting system will be key to monitoring and achieving your strategic growth across key markets.
