

Overview / Executive Summary - BMW

automobile sales volume

141M

Total_Sales_Volume

\$372,838.9T

Total_Revenue

15

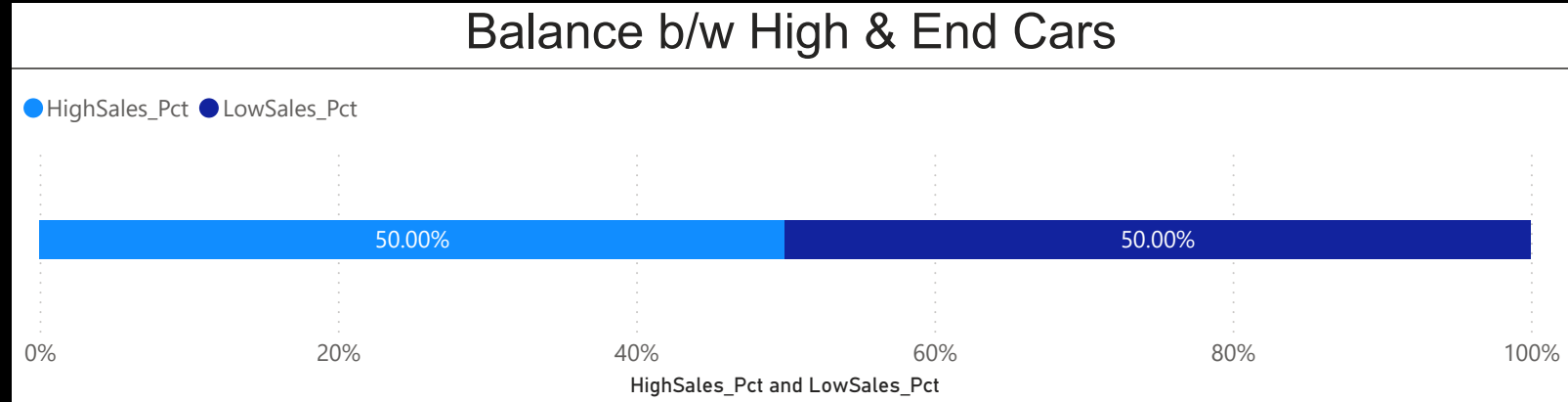
Count of Year

\$95.01K

Average Price

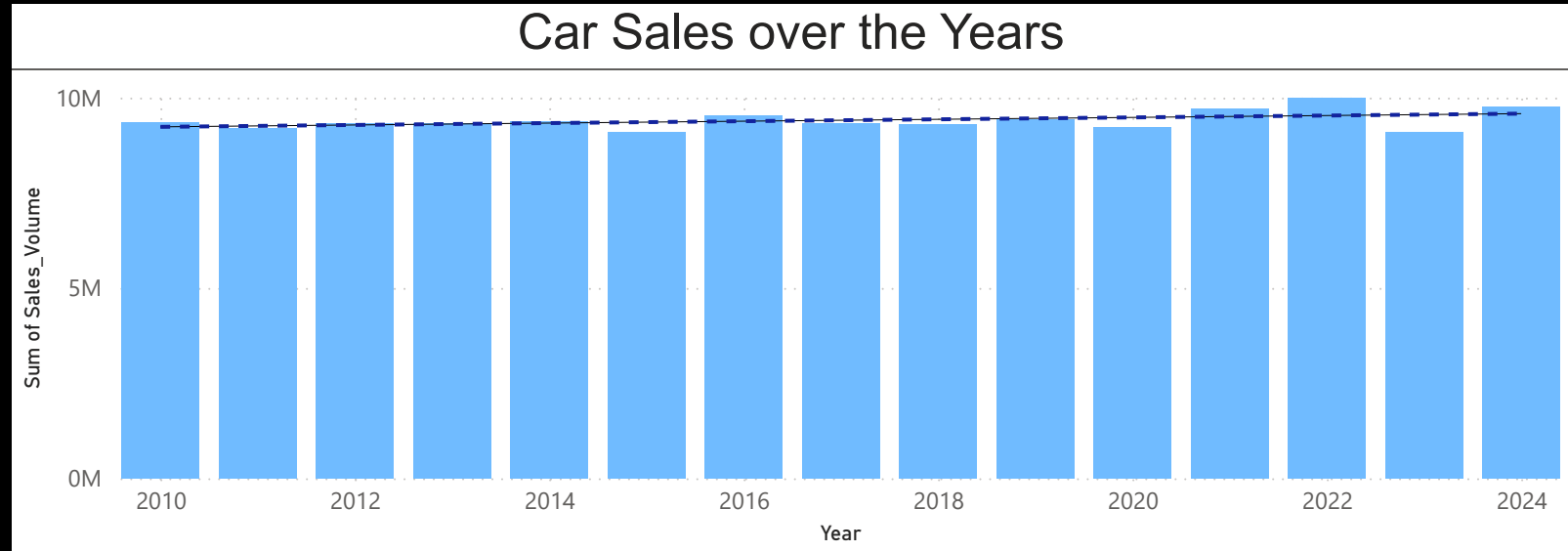
6

Count of Region



11

Count of Model



72M

Total_HighSales_Volume

72M

Total_LowSales_Volume



BMW Pricing & Sales Classification

\$95.13K

Average Price(High End Models)

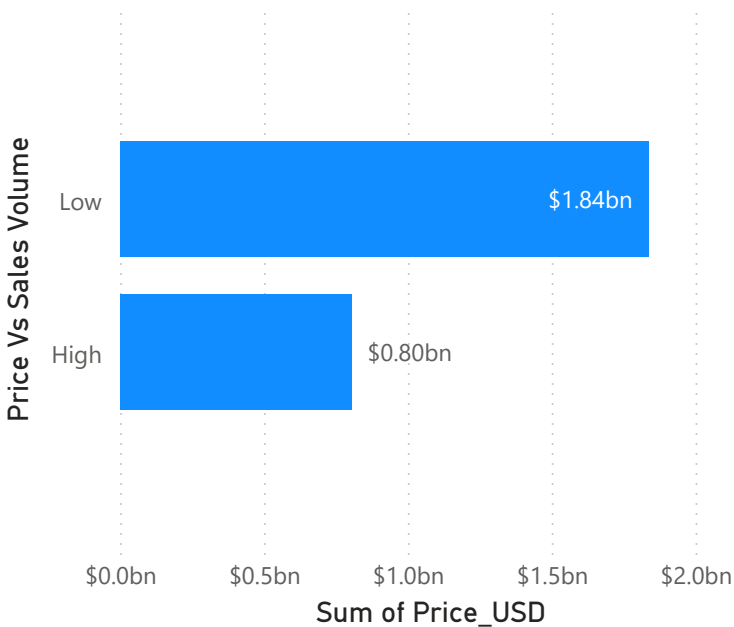
\$94.96K

Average Price(Low Car Models)

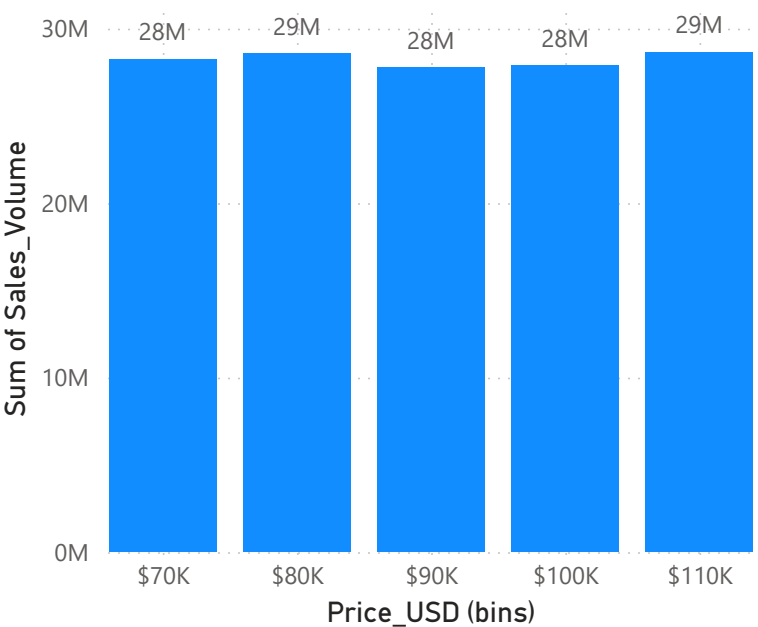
Average Price by Classification



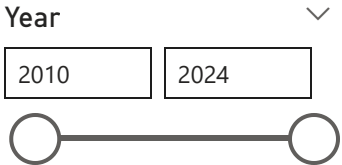
Price Vs Sales Volume



Sales by Price Band



BMW_Sales: Fuel Type Shift



34M

Sales on Diesel Variant

35M

Sales on Petrol Variant

36M

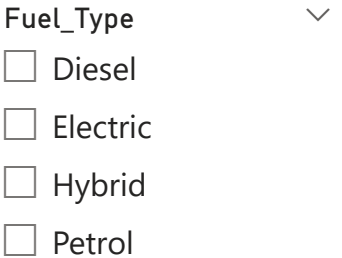
Sales on Hybrid Variant

36M

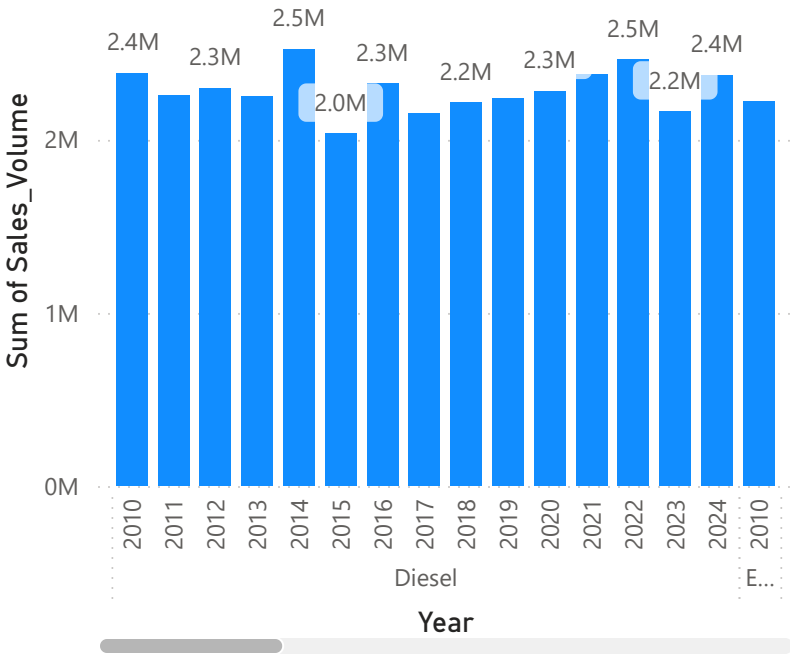
Sales on Electric Variant

25.34%

Hybrid Variant Sale %

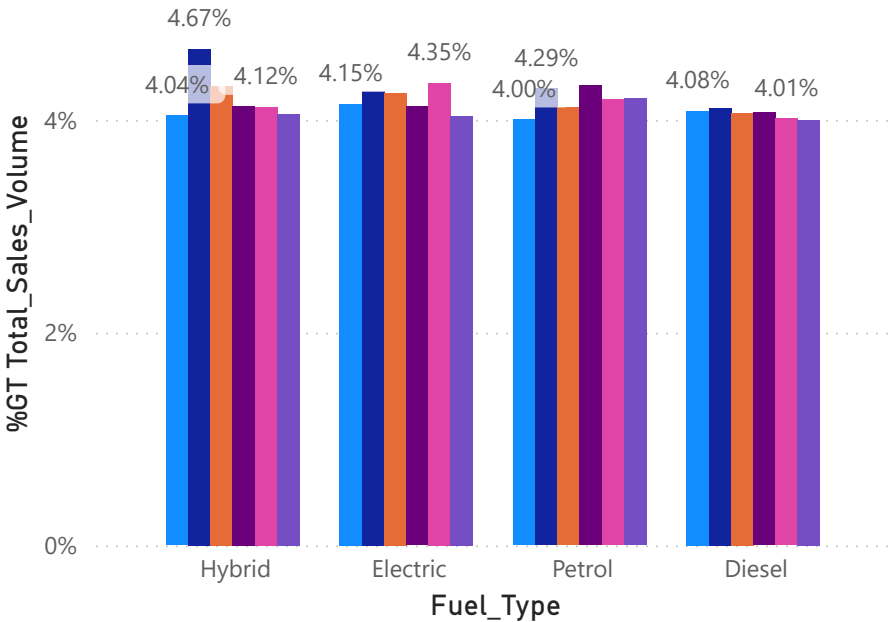


Sum of Sales_Volume by Fuel_Type and Year

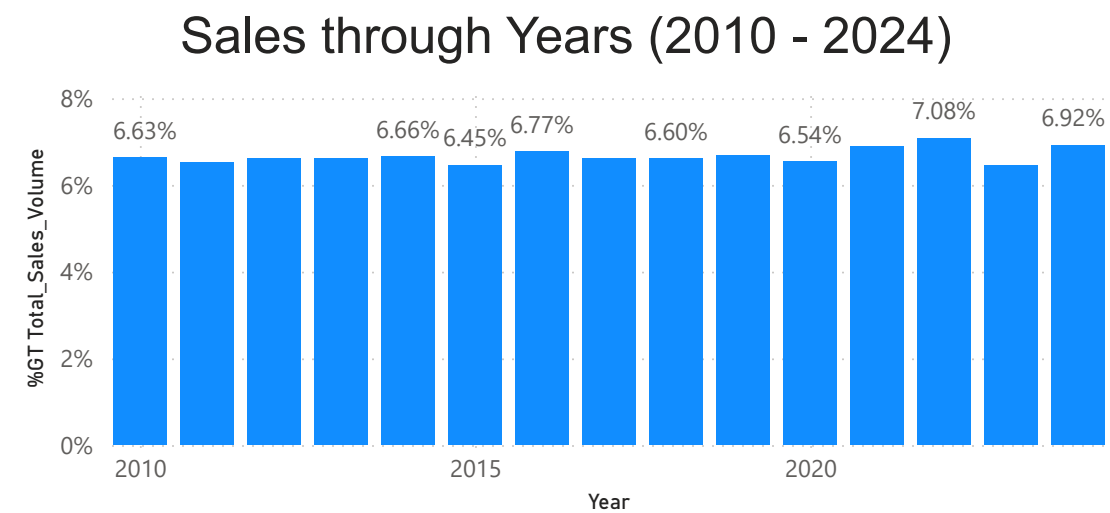
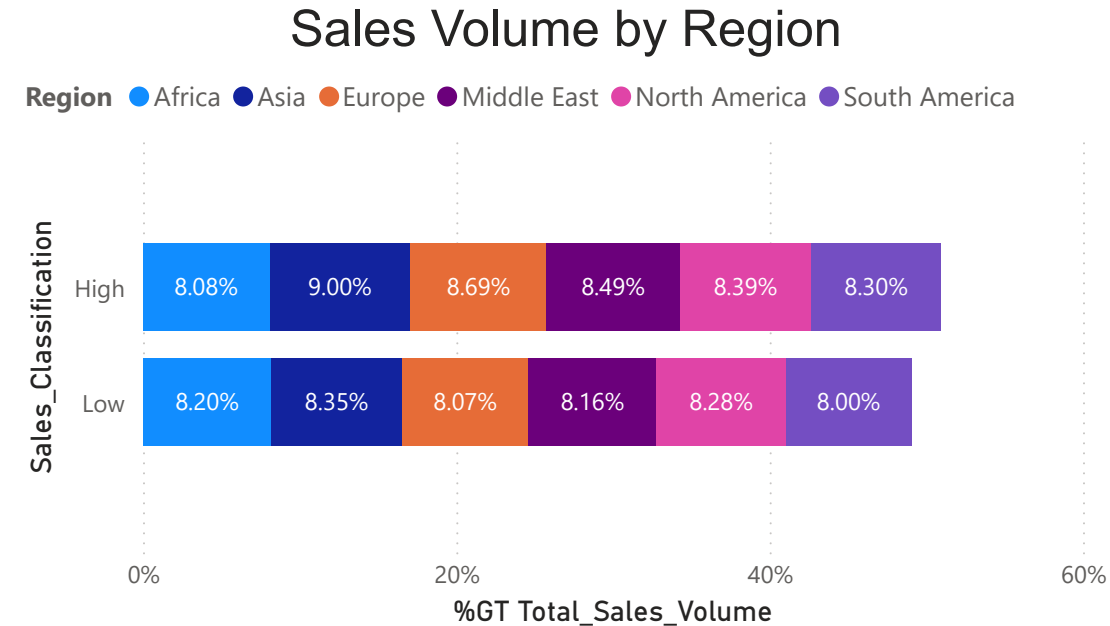
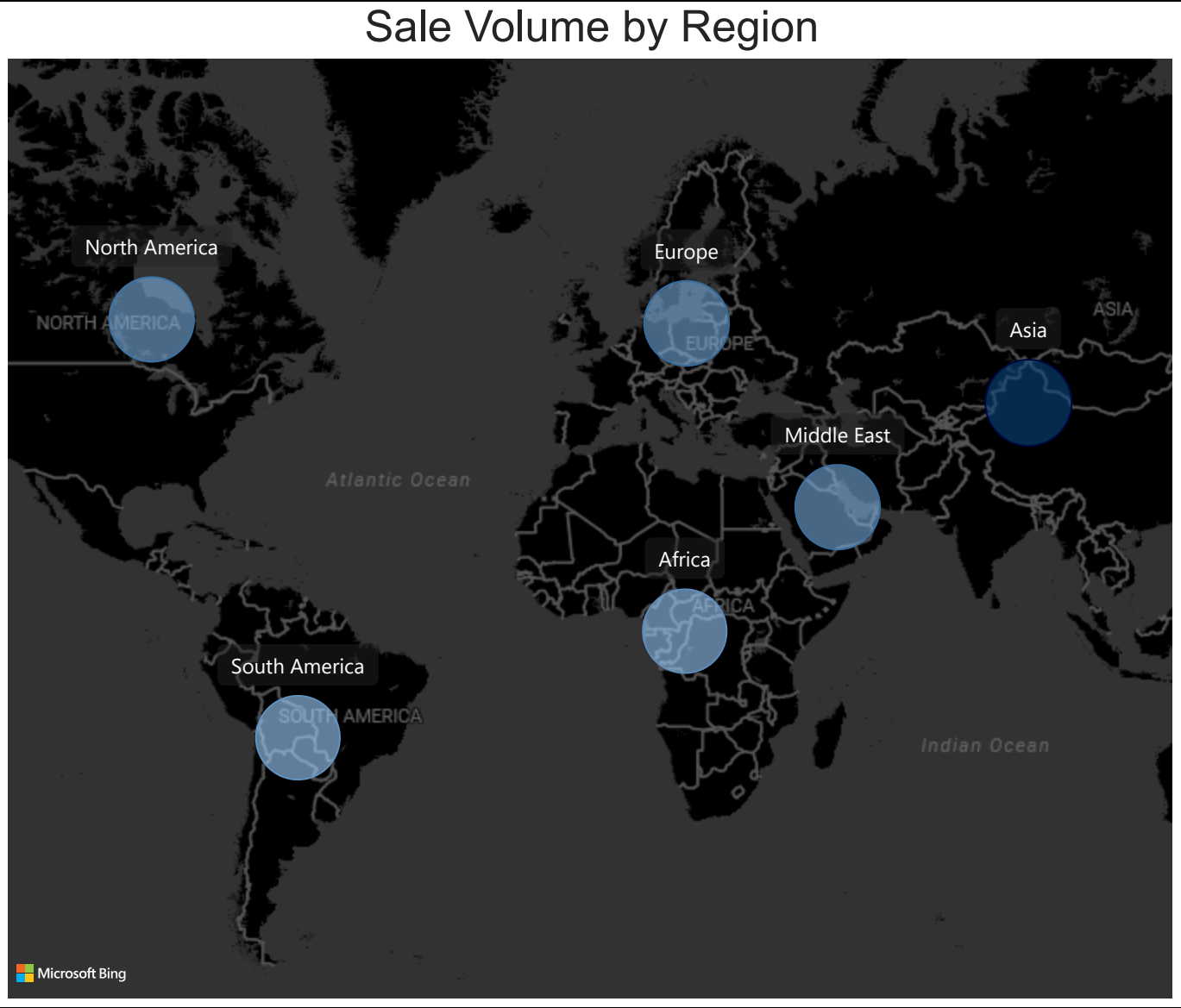


%GT Total_Sales_Volume by Fuel_Type and Region

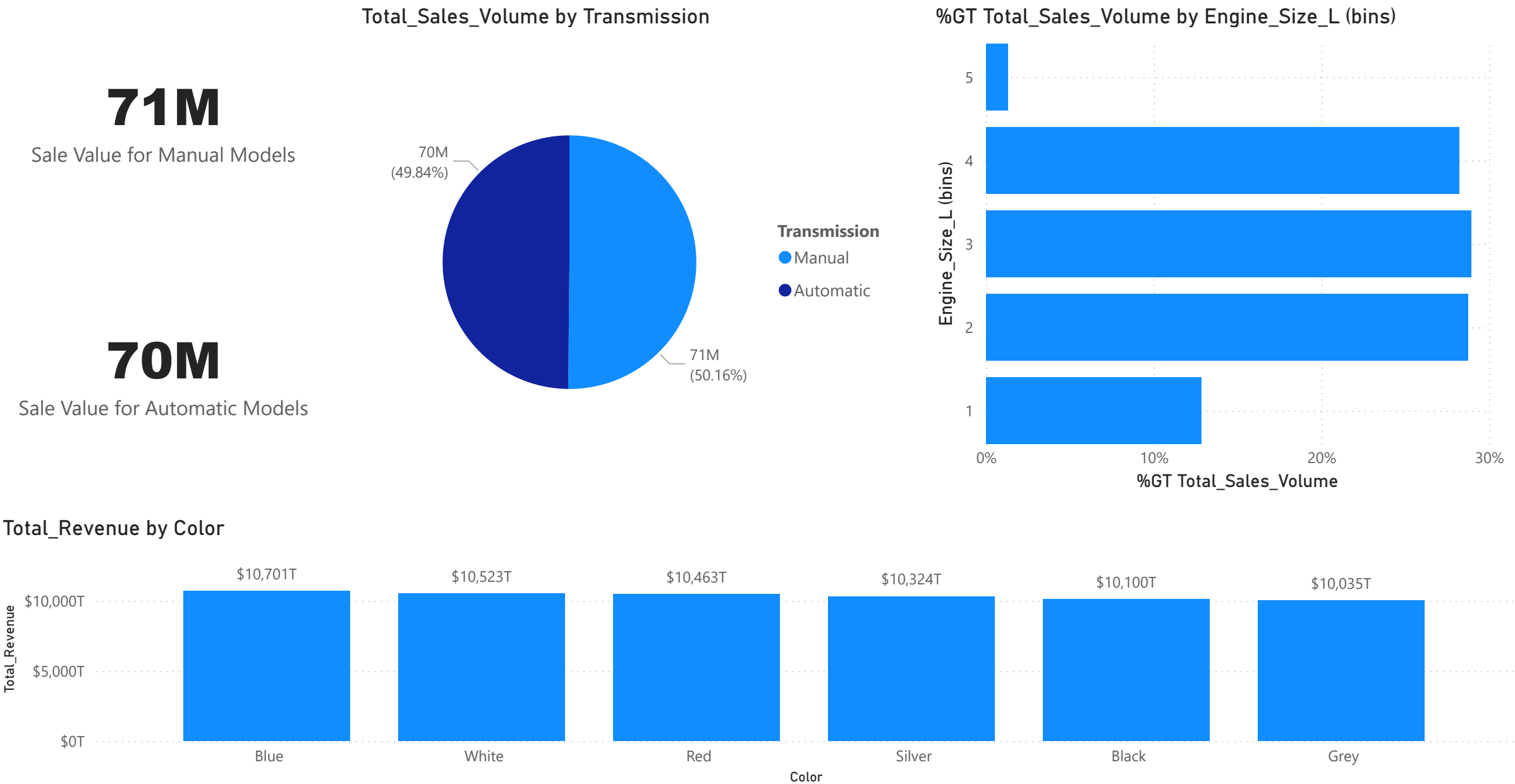
Region ● Africa ● Asia ● Europe ● Middle E... ● North A... ● South A...



Regional Sales Insights



Customer Preferences (Product Mix)



Takeaways & Recommendations

141M

Total_Sales_Volume

\$95.13K

Average Price(High End Models)

\$372,838.9T

Total_Revenue

\$94.96K

Average Price(Low Car Models)

72M

Total_HighSales_Volume

71M

Sale Value for Manual Models

72M

Total_LowSales_Volume

70M

Sale Value for Automatic Models

Key Insights:

- **Overall sales trajectory** – The Trend line doesn't change through the year. Total Sales volume for 2010 is \$17M, \$18M for 2024 which implicates strong brand presence in the automobile market.
- **How's the distribution between high and low sales categories** – A clear 50% Sales were recorded on both High and Low end cars. So, the customers remain neutral towards our price segment within the current market.
- **Are higher-priced models always “High Sales”?** - Low end cars have generated \$2.6Bn over, while High end car have generated \$1.1Bn Sale revenue.
- **What price band maximizes sales?** - Cars that range between \$80,000 till \$89,999 and \$110,000 and \$110,999 have generated \$29M on average, while the other price bands have generated \$28M in sales. Price isn't affecting people choice of purchase in the brand.
- **How strong is Hybrid adoption?** – Through the overall sale data for BMW model, Hybrid Variant has a share of 25.4% which indicates this segment has its own share of automobile enthusiasts.
- **Do customers prefer automatic over manual?** – 50.16% of Customers are preferred Manual cars for their economy and 49.84% sales were automatic models. However, Cars with Engine Size greater than 3.00L and 3.99L were preferred over the years. High engine size i.e. greater than 5L, were clearly overlooked.
- **Are certain colors/models strongly linked to high sales?** – Blue and White were top picks among market considering their appeal to working class. Red, Silver, Black follow later.
- **Are certain regions moving away from Diesel?** – There was no major shift that was noticed for diesel models, across all the regions. An average of 4% Sales record was recorded.