**BMW Sales Insights – Report Structure**

**Page 1: Overview / Executive Summary**

**Purpose:** Big-picture health of BMW sales.

* **KPIs:**
  + Total Sales Volume
  + Total Revenue
  + Avg Price
  + % High vs Low Sales Classification
* **Visuals:**
  + Trend line (Year vs Sales Volume)
  + Pie chart: High vs Low split
* **Insights context:**
  + 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.
  + Balance 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.

**Page 2: Pricing & Sales Classification**

**Purpose:** Identify the “sweet spot” in pricing.

* **KPIs:**
  + Avg Price (High Sales)
  + Avg Price (Low Sales)
* **Visuals:**
  + Bar chart: Avg Price by Classification (High vs Low)
* Scatter plot: Price vs Sales Volume (each point = Model)  
    
    
  **Insights context:**
  + 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.

**Page 3: Fuel Type Shift**

**Purpose:** Detect trends between Diesel, Hybrid, Petrol, Electric.

* **KPIs:**
  + Total Sales by Fuel Type
  + Hybrid Share %
* **Visuals:**
  + Dual line chart: Year vs Sales Volume (Diesel vs Hybrid)
  + Stacked bar chart: Fuel Type by Region
* **Insights context:**
  + 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.
  + 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.

**Page 4: Regional Sales Insights**

**Purpose:** Explore geography.

* **KPIs:**
  + Top Region by Sales Volume
  + Region with Highest Hybrid Share
* **Visuals:**
  + Map: Sales Volume by Region
  + Bar chart: Sales Classification by Region
* **Insights context:**
  + Where are high sales concentrated?
  + Which regions are lagging or shifting?

**Page 5: Customer Preferences (Product Mix)**

**Purpose:** Explore how features influence sales.

* **KPIs:**
  + Sales Volume by Transmission (Auto vs Manual)
  + Sales Volume by Color
* **Visuals:**
  + Bar chart: Transmission vs Sales Volume
  + Bar chart: Top Colors in High Sales Classification
  + Box plot (optional): Engine Size vs Sales Classification
* **Insights context:**
  + Do customers prefer automatic over manual? – 50.16% of Customers are preffered 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 preffered 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.

**Page 6: Takeaways & Recommendations**

**Purpose:** Turn data into action.

* **KPIs Recap:** Key numbers from pages 1–5.
* **Insights Recap:** 3–5 bullets summarizing trends.
* **Actions:** Suggested strategic moves for BMW (e.g., “Invest more in Hybrid marketing in Europe”).