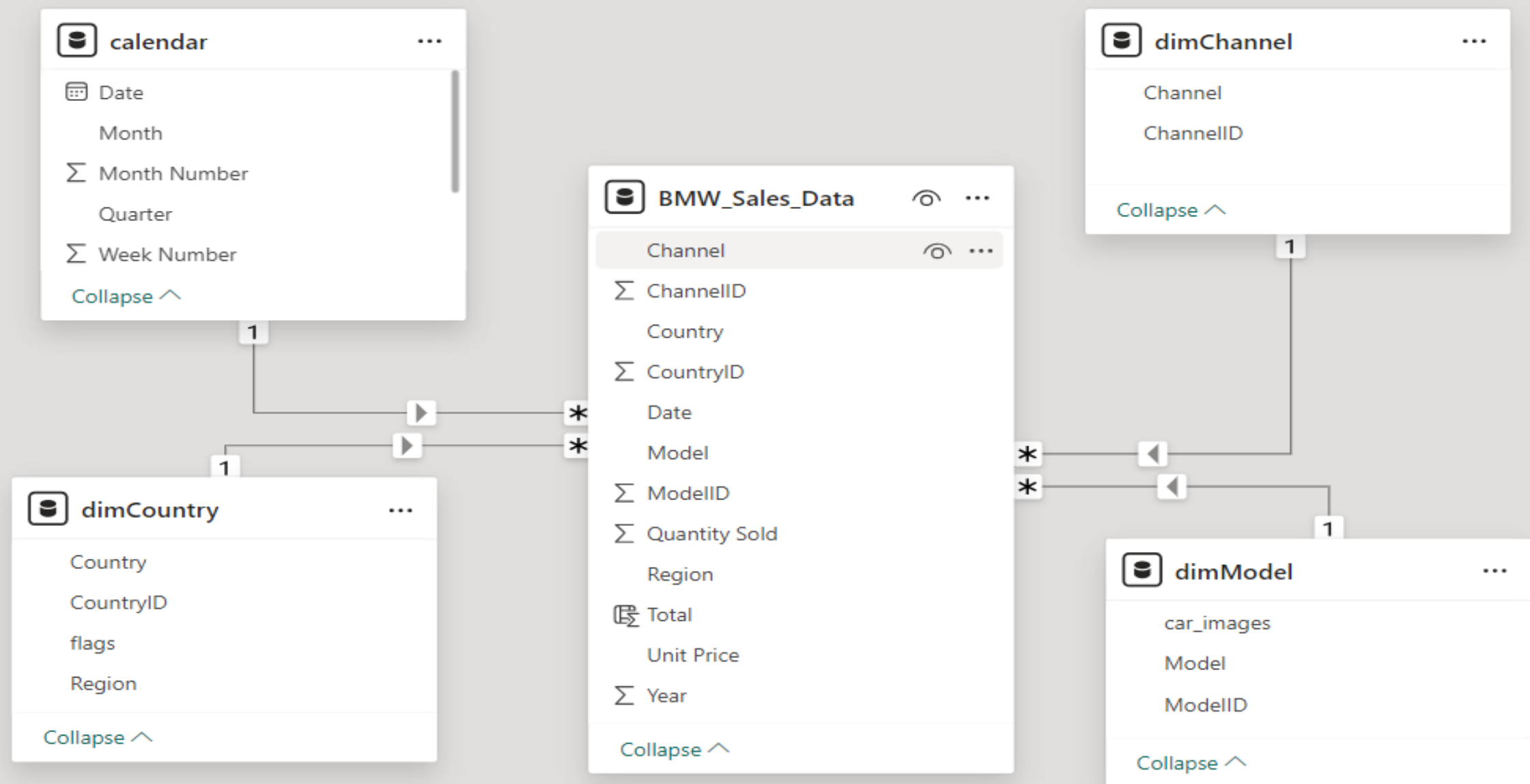


# BMW SALES REPORT

[View in Power BI](#) ↗







Dashboard



All Models



Year

Month

Weekday

Show Filter

### Revenue & Revenue PY



Period Jan 1, 2019 - Dec 31, 2023

\$1,128M

+24.7%▲

PY \$904M

### Most Expensive Models



BMW M8  
\$79.1K



BMW iX3  
\$78.2K



BMW X4  
\$77.7K



BMW M4  
\$77.6K

### Top Selling Models



BMW Z4  
666



BMW 8 Series  
641



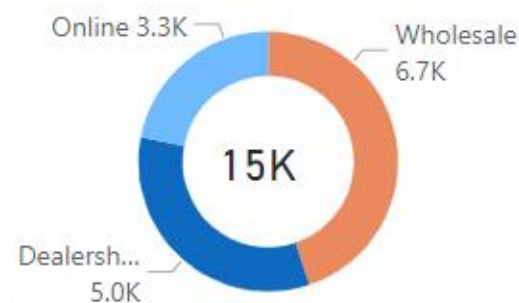
BMW M4  
620



BMW i8  
615

Country		Qty Sold	% Δ	REVENUE
	Colombia	632	+23.9%▲	\$47M
	Spain	615	+15%▲	\$46M
	Argentina	621	+25.7%▲	\$47M
	Chile	636	+20%▲	\$47M

### Qty Sold by Channel



### Qty Sold PY and Qty Sold by YEAR



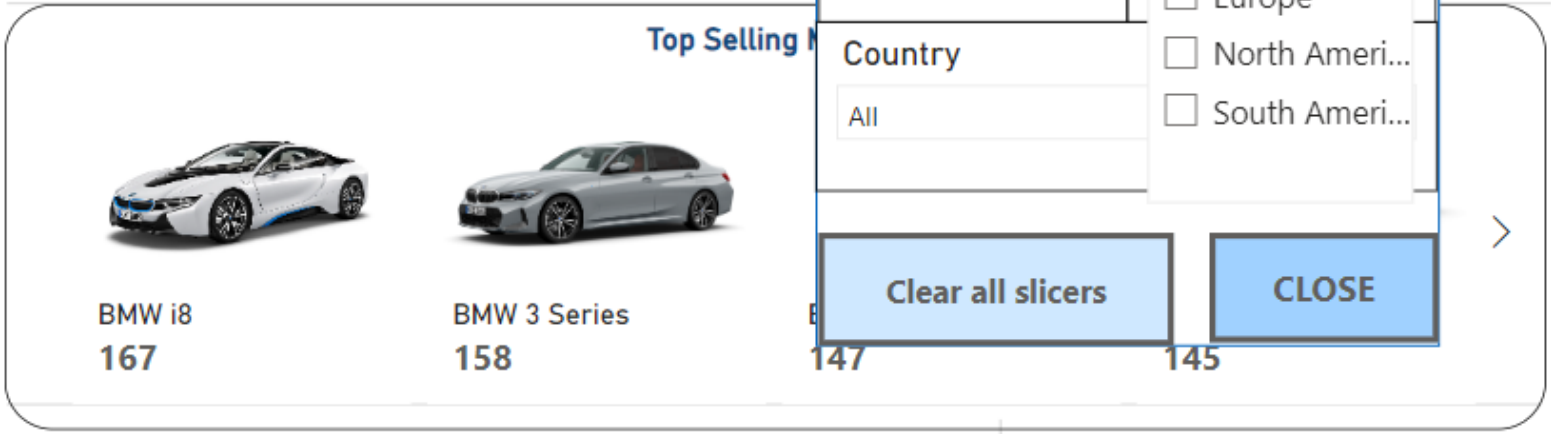
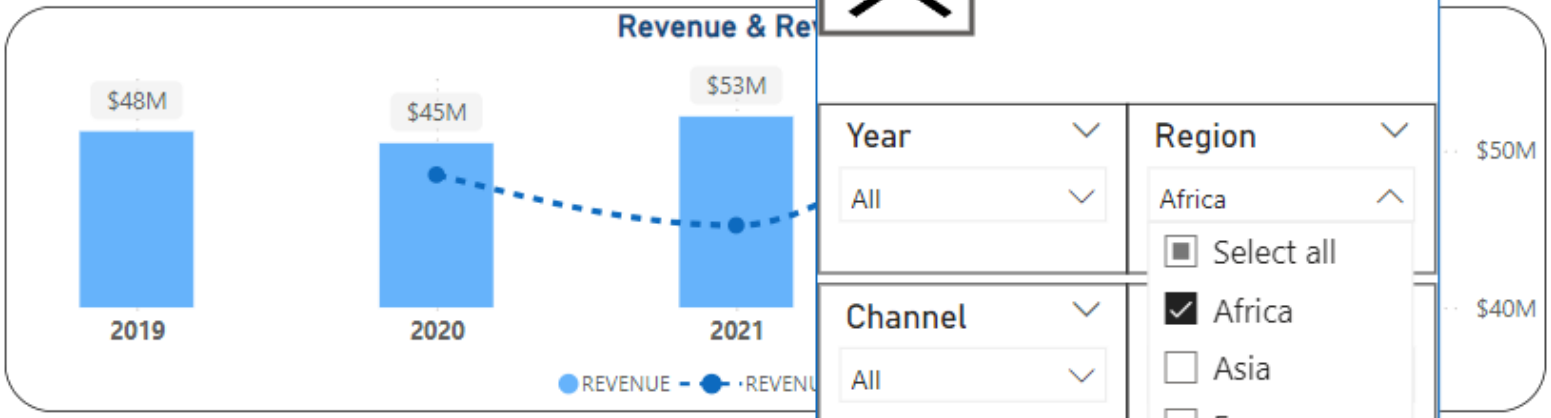


Dashboard

All Models



Year    Month    Weekday



Country	Qty Sold	% Δ	REVENUE
South Africa	595	+26.3%▲	\$45M
Egypt	639	+31.5%▲	\$48M
Kenya	660	+22%▲	\$50M
Morocco	566	+25.2%▲	\$42M

Year  
All

Channel  
All

Country  
All

Region  
Africa

Select all

Africa

Asia

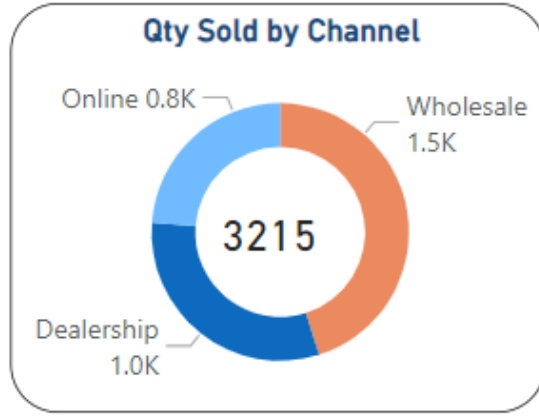
Europe

North Ameri...

South Ameri...

Clear all slicers

CLOSE



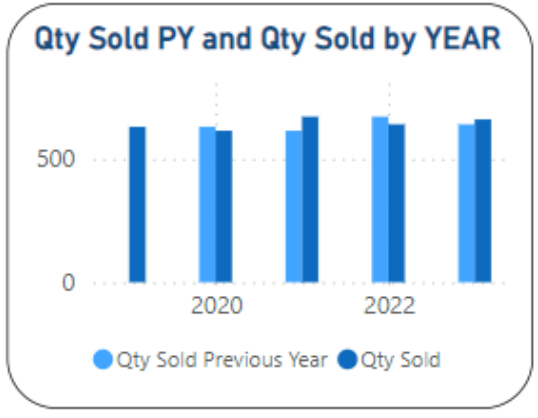
Period    Jan 1, 2019 - Dec 31, 2023

**\$243M**    +25.1%▲

PY    \$194M

### Most Expensive Models

BMW Z4 \$84.7K	BMW M4 \$82.9K
BMW iX3 \$82.3K	BMW X2 \$80.6K





BMW



Dashboard



All Models

## BMW X2



\$76.4K

Average Price

Year	Qty Sold		REVENUE	
2019	94		\$7M	
2020	124		\$10M	
2021	111		\$9M	
2022	118		\$8M	
2023	114		\$9M	
Total	561			



BMW 1 Series



BMW M2



BMW X2



BMW X7



BMW 7 Series



BMW



Dashboard



All Models

## BMW M4



**\$77.6K**

Average Price

Year	Qty Sold		REVENUE	
2019	162		\$13M	
2020	117		\$8M	
2021	85		\$7M	
2022	125		\$10M	
2023	131		\$11M	
Total	620		\$48M	



BMW Z4



BMW 8 Series



**BMW M4**



BMW i8



BMW i3

