Lexus vs BMW – 2024 Sales Analysis Report

Executive Summary

This report compares Lexus and BMW 2024 sales performance using the provided raw sales dataset and Power BI dashboard exports. The analysis highlights BMW's dominance in overall revenue and volume, Lexus's higher average transaction values (especially for SUVs), and the implications of incentive spending for both brands.

Key Findings

- BMW leads with approximately $24B in revenue and ~590K units sold, compared to Lexus's $13.21B and ~239K units. - Lexus has a higher average transaction value for SUVs, suggesting a premium positioning strategy. - Lexus spent more on incentives (~$749M vs BMW's ~$458M), indicating heavier promotional efforts. - SUVs dominate revenue for both brands, led by BMW X5, X3, and Lexus RX models.

Interpretation

BMW's performance is volume-driven with broad market coverage, while Lexus focuses on premium pricing per unit. However, Lexus's higher incentive spend may be eroding profitability and should be optimized. Both brands should continue prioritizing SUVs given their outsized contribution to revenue.

Recommendations

1. Analyze incentive ROI to determine the effectiveness of promotions. 2. Deep dive into model-level profitability and margin analysis. 3. Perform price elasticity analysis to guide future pricing strategies. 4. Build country and channel level dashboards for deeper operational insights. 5. Integrate production and inventory data to minimize lost sales from stockouts.

Dashboard Enhancement Suggestions

- Add an Incentives per Unit KPI and use conditional formatting to flag unprofitable markets. - Include a rolling 12-month vs YTD slicer to track momentum. - Add map-based drill-throughs for regional performance. - Introduce profitability views (if cost data available) to track contribution margin by model and body-style.