

Segment



Compact SUV

EV Sedan

EV SUV

Flagship Sedan

Full-size SUV



Luxury Compact

Luxury Sedan

Midsize SUV

Off-road SUV

Brand Name



BrandName

BMW

Lexus

Date



DateID

202401

202412



Total Incentives

\$749M

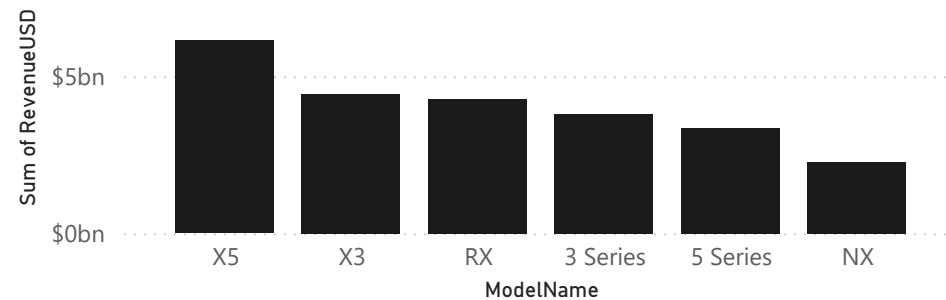
Sum of IncentivesUSD

Total Revenue

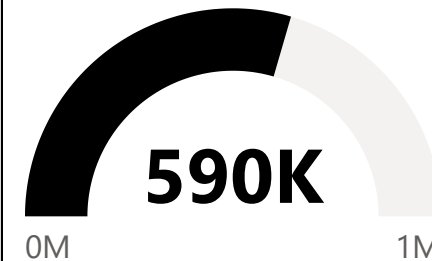
\$38bn

Sum of RevenueUSD

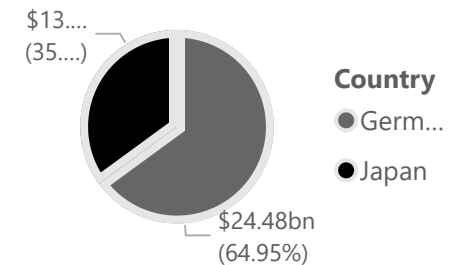
RevenueUSD by ModelName



UnitsSold vs Sales\_Target



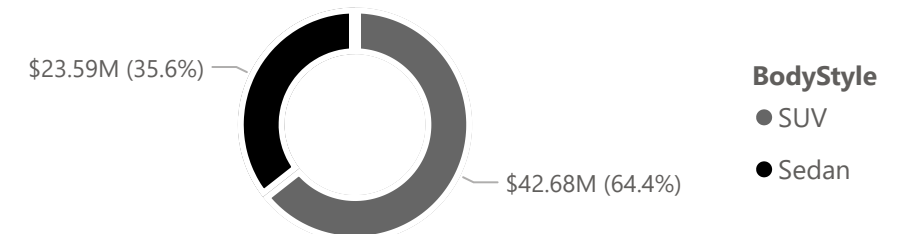
RevenueUSD by Country



Country



AvgTransactionPriceUSD by BodyStyle





# Lexus Analysis



Segment



Compact SUV

EV SUV

Full-size SUV

Luxury Compact

Luxury Sedan

Midsize SUV

Off-road SUV

Subcompact SUV

Date



DateID

202401

202412



Total Revenue

\$13.21bn

Sum of RevenueUSD

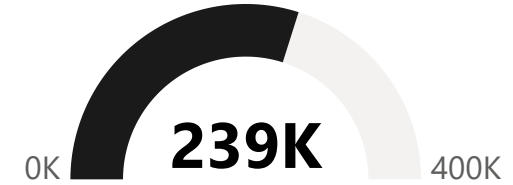
Country



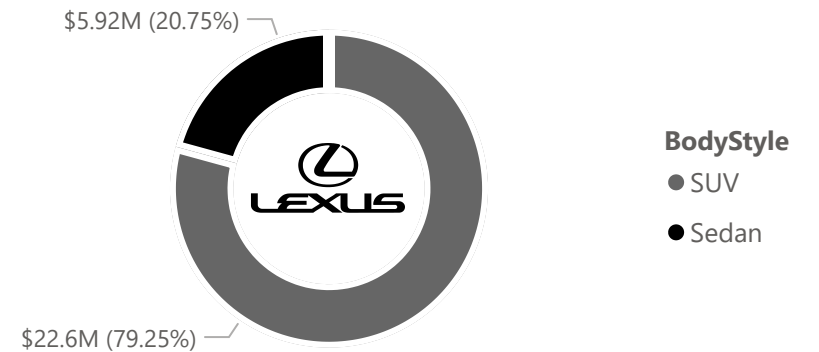
\$749.47M

Sum of IncentivesUSD

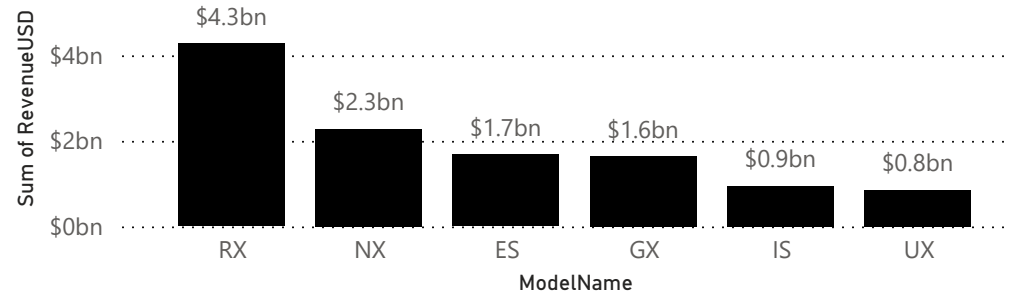
UnitsSold vs Sales\_Target



AvgTransactionPriceUSD by BodyStyle



RevenueUSD by ModelName





# BMW Analysis

Segment

Compact SUV

EV Sedan

EV SUV

Flagship Sedan

Full-size SUV

Luxury Compact

Luxury Sedan

Midsize SUV

Date

DateID

202401

202412

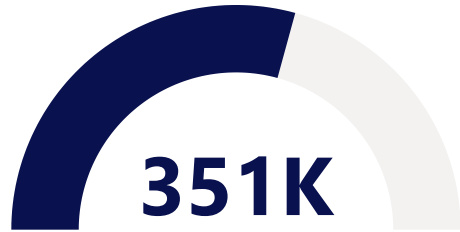


Total Revenue

\$24bn

Sum of RevenueUSD

UnitsSold vs Sales\_Target



0K

600K

Country

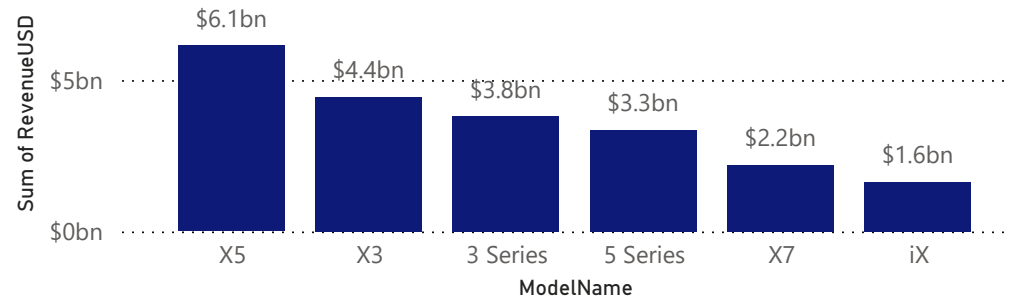


Total Incentives (\$)

\$458M

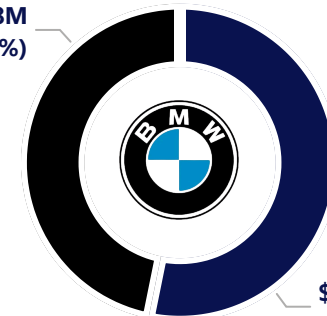
Sum of IncentivesUSD

RevenueUSD by ModelName



AvgTransactionPriceUSD by BodyStyle

\$17.68M  
(46.82%)



BodyStyle

● SUV

● Sedan

\$20.08M  
(53.18%)