

BMW Worldwide Sales Dashboard

2010 - 2024

Acknowledgement

This dashboard was developed using publicly available **BMW Worldwide Sales data sourced from Kaggle** and builds upon the analytical foundation of my academic project completed for **INFO 523 – Data Mining and Discovery** at the **College of Information Science, University of Arizona**. The project, titled “*BMW Car Price Analysis & Prediction: Temporal Validation of Market Value*,” applied a robust machine learning approach using a Random Forest Regressor with temporal train–test validation to examine global BMW pricing dynamics and predictive stability from 2010 to 2024. The data preparation, exploratory analysis, feature engineering, and modeling methodology informing this dashboard are documented in the project’s public websites, including the **GitHub Pages site** (<https://INFO523-Fall25-101-201.github.io/final-project-min-set-khant-solo/>) and the **Quarto publication** (<https://minsetkhant.quarto.pub/info-523--bmw-price-prediction>). Together, these resources ensure transparency, reproducibility, and alignment with academic research standards.

BMW Worldwide Sales Dashboard presents a comprehensive analysis of global BMW vehicle sales using a large-scale dataset of 50,000 records across multiple years, regions, and product dimensions.

The dashboard integrates key performance indicators with advanced visual analytics to examine sales volume, revenue trends, regional performance, product mix, and customer preferences.

Through interactive filters, comparative trend analysis, and performance segmentation, the dashboard enables users to identify top-performing models, market shifts in fuel and transmission types,

and emerging patterns in pricing and mileage. Designed for strategic decision-making, this dashboard demonstrates how data-driven insights can support market evaluation, portfolio optimization, and global sales strategy assessment.





BMW Worldwide Sales Dashboard_2010 - 2024

Model
All

Region
All

Fuel_Type
All

Transmission
All

Average Price
(USD)

\$75.03K

Goal: 75.19K (-0.22%)

Total Revenue
Worldwide

\$1,312.81bn

Goal: \$1,224.3bn (+7.23%)

Total Sales
Worldwide

\$17.53M

Goal: 16.27M (+7.74%)

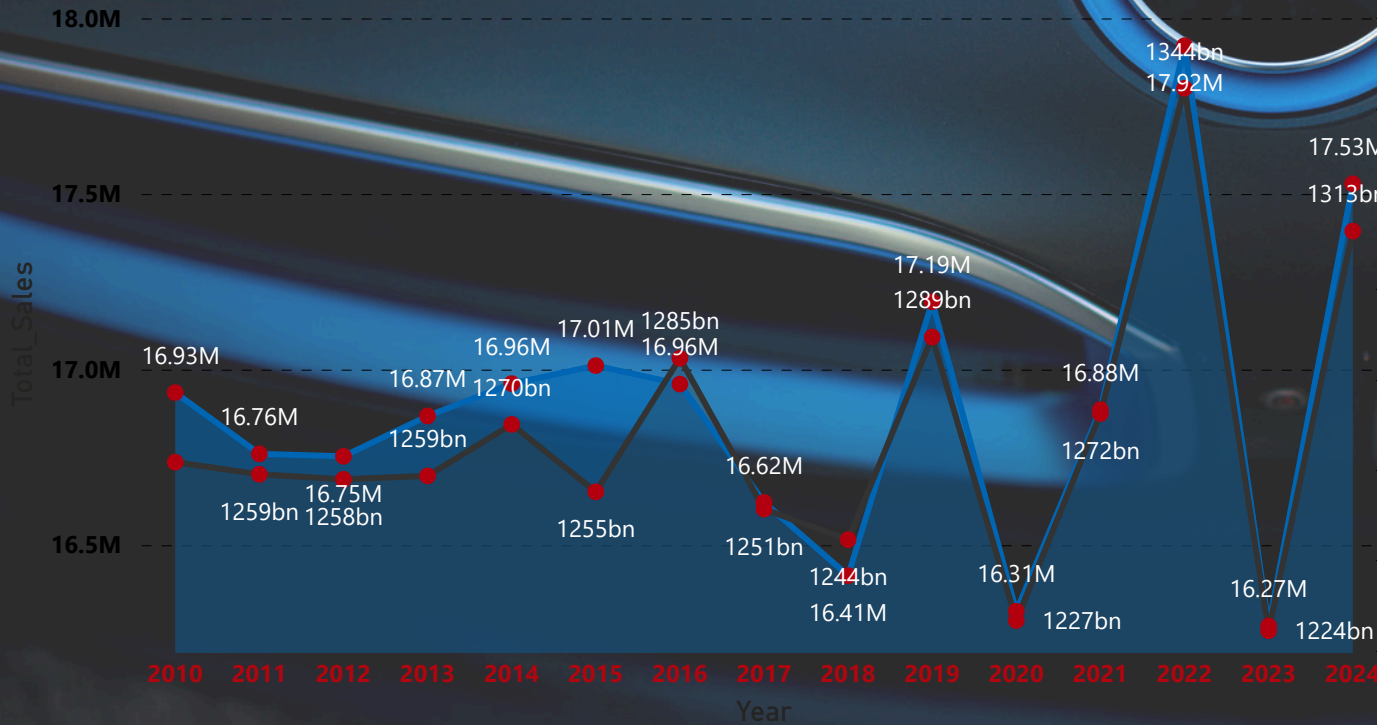
Average Milage
(KM)

101,081.07M

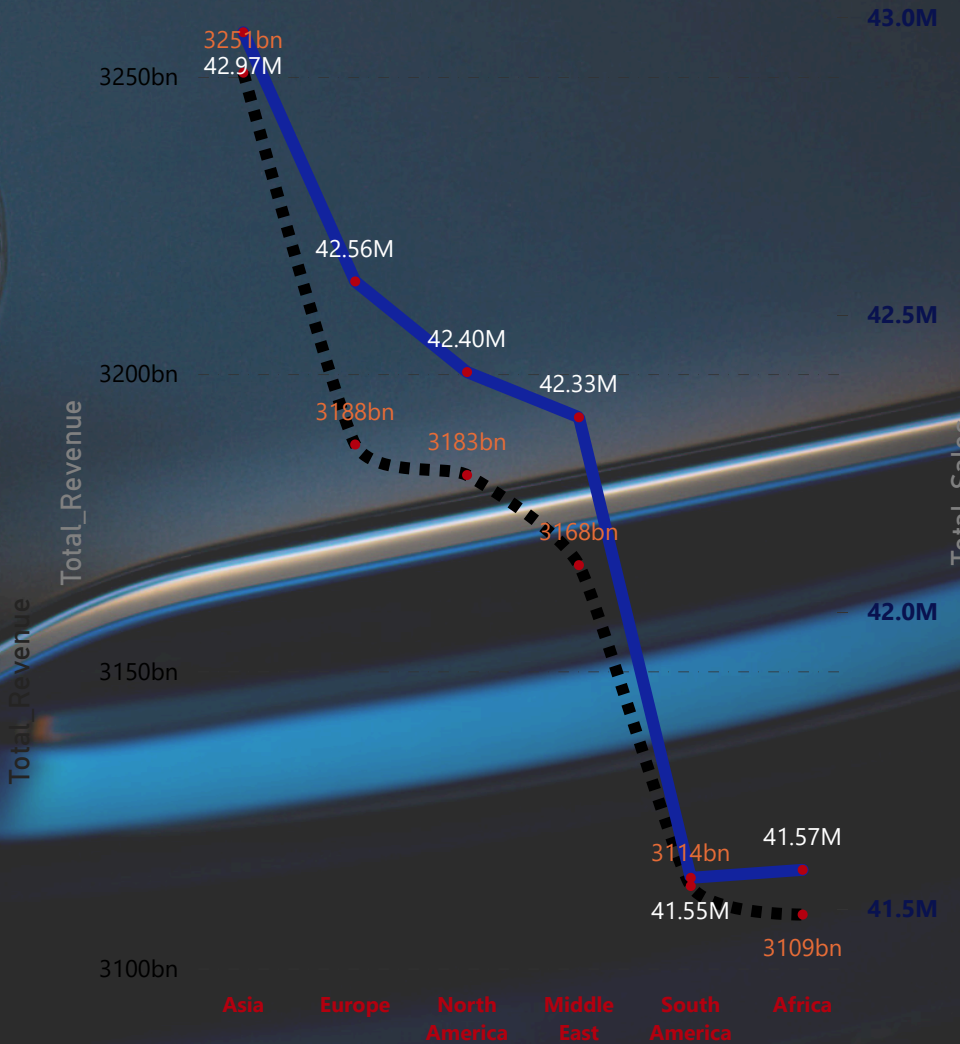
Goal: 101,392.03 (-0.31%)

Sales Trend Over Year

● Total_Sales ● Total_Revenue



Sales Trend by Region



Cover

● Total_Revenue ● Total_Sales

BMW_1

BMW_2

BMW_3



BMW Worldwide Sales Dashboard_2010 - 2024

Year

All

Model

All

Average Price (USD)

\$75.03K

Goal: 75.19K (-0.22%)

Total Sales Worldwide

\$17.53M

Goal: 16.27M (+7.4%)

Average Mileage (KM)

101,081.07!

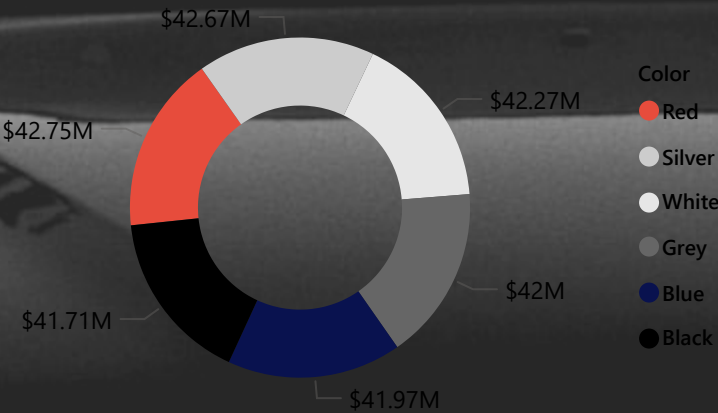
Goal: 101,392.03 (-0.31%)

Total Revenue Worldwide

\$1,312.81bn

Goal: \$1,241.5bn (+5.73%)

Total_Sales by Color



Color Popularity of BMW Cars Sold



Top 10 BMW Models by Sales Volume



Sales Classification Overview



Cover

BMW_1

BMW_2

BMW_3



BMW Worldwide Sales Dashboard_2010 - 2024

Year	Region	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
All	South America	▲	▬	▬	▬	▬	▬	▬	▲	▲	▼	▬	▼	▬	▼
	North America	▬	▲	▼	▬	▬	▲	▬	▬	▼	▲	▬	▬	▲	▲
Region	Middle East	▼	▬	▲	▬	▬	▬	▬	▬	▬	▬	▲	▲	▲	▬
	Europe	▬	▬	▲	▬	▬	▬	▬	▬	▬	▲	▬	▲	▲	▬
All	Asia	▲	▬	▲	▲	▲	▲	▲	▬	▲	▬	▼	▬	▲	▬
	Africa	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬
Color	Total	\$16,933,445	\$16,751,895	\$16,866,733	\$16,958,960	\$17,010,207	\$16,957,550	\$16,602,811	\$16,412,273	\$16,956,856	\$16,310,843	\$16,884,666	\$17,920,946	\$16,268,654	
All															

Sales_Volume by Year, Color and Model

