

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%)

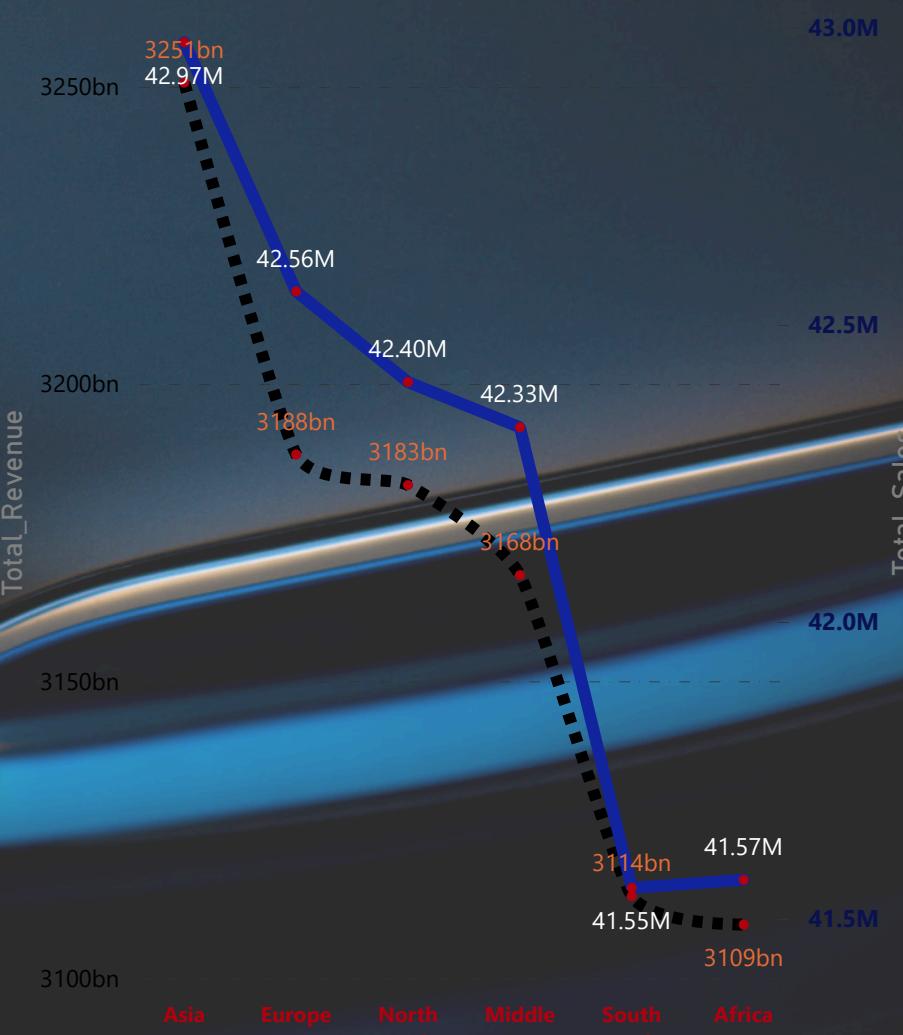
Total Sales
Worldwide

\$17.53M
Goal: 16.27M (+7.74%)

Average Milage
(KM)

101,081.07
Goal: 101,392.03 (-0.31%)

Sales Trend by Region



Sales Trend Over Year

● Total_Sales ● Total_Revenue

18.0M

17.5M

17.0M

16.5M

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

Year

Total_Sales

1344bn

17.92M

16.88M

1272bn

16.27M

1224bn

16.41M

1251bn

16.62M

1255bn

16.96M

1270bn

17.01M

1285bn

16.96M

1259bn

16.87M

1258bn

16.75M

16.76M

16.93M

● Total_Revenue ● Total_Sales

Cover

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%)

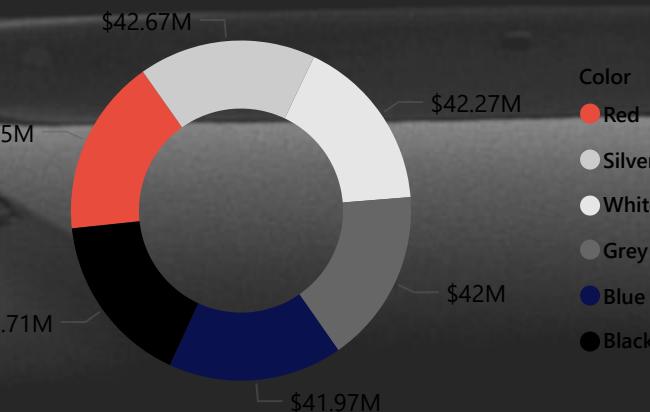
Average Milage
(KM)

101,081.07!
Goal: 101,392.03 (-0.31%)

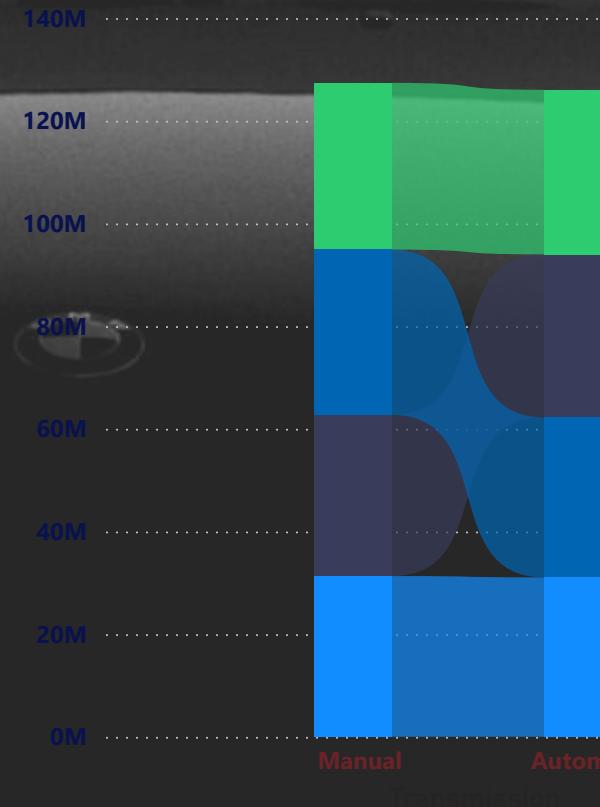
Total Revenue
Worldwide

\$1,312.81bn
Goal: \$1,224.5bn (+7.23%)

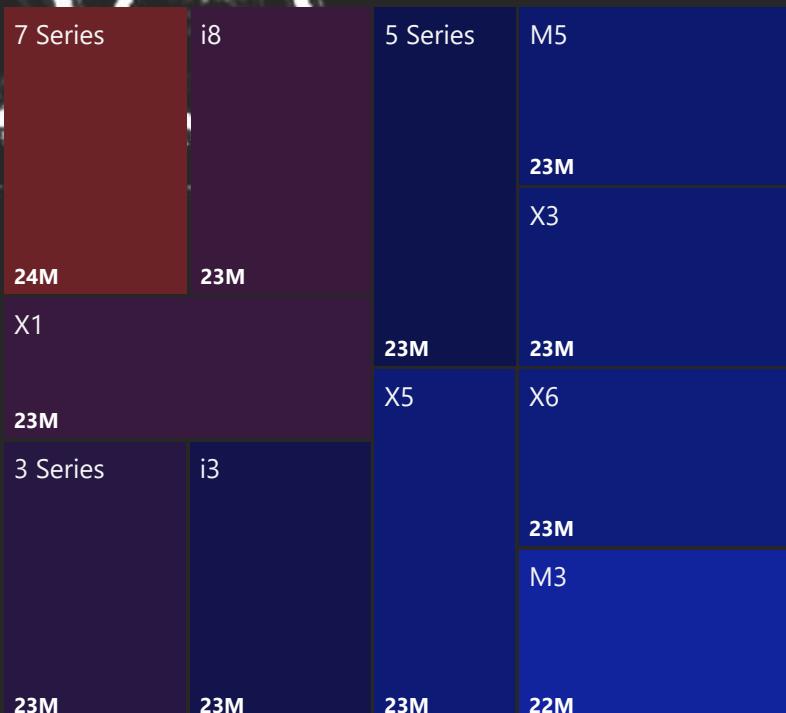
Total_Sales by Color



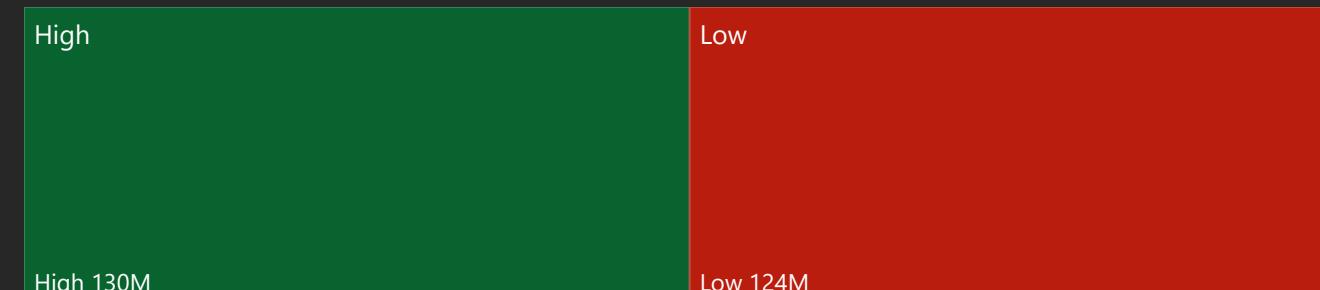
Color Popularity of BMW Cars Sold



Top 10 BMW Models by Sales Volume



Sales Classification Overview



Cover

BMW_1

BMW_2

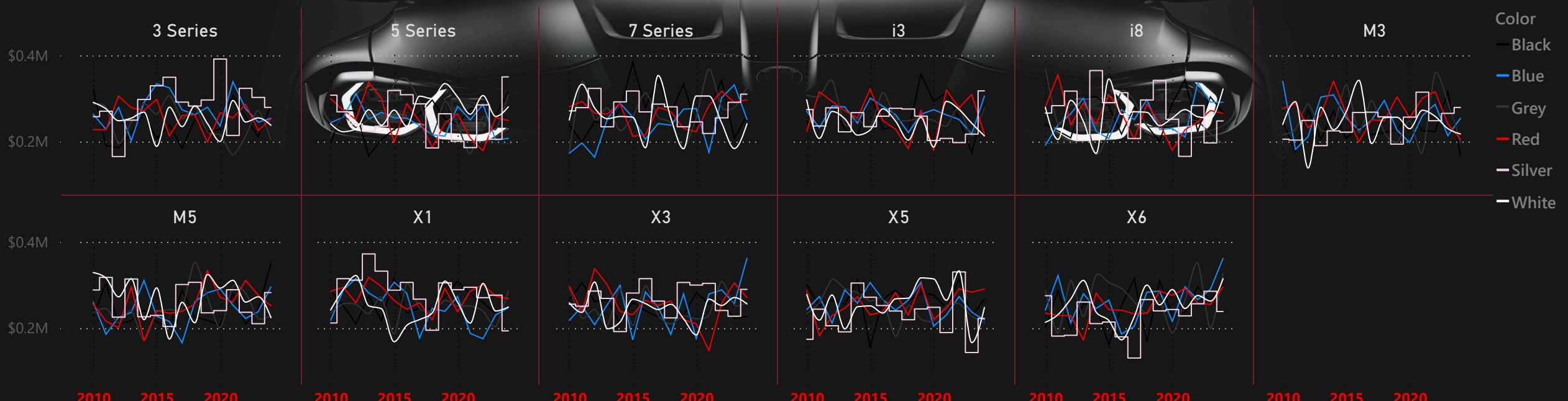
BMW_3



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	▲		▬	▬	▬	▬	▬	▲	▼		▬	▬	▲	▼
Region	North America	▬		▲	▼		▬	▬	▬	▬	▬	▬	▬	▬	▬
Middle East	▼		▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬
Europe	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬
Asia	▲	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬
Africa	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬
Total		\$16,933,445	\$16,751,895	\$16,866,733	\$16,958,960	\$17,010,207	\$16,957,550	\$16,628,811	\$16,412,273	\$16,956	\$16,310,843	\$16,884,666	\$17,920,946	\$17,268,654	

Sales_Volume by Year, Color and Model



Cover

BMW_1

BMW_2

BMW_3