



# BMW

The Ultimate Driving Machine

**Click to open  
Dashboard**



# BMW Sales Report

Sales summary

Model & Segment Insights

Regional/Market Impact

Reset

Show Filters

Sales

15K

Total Revenue

376M

ARPU ⓘ

25.07K

PY Sales

12K

PY Revenue

301M

Yearly Growth %

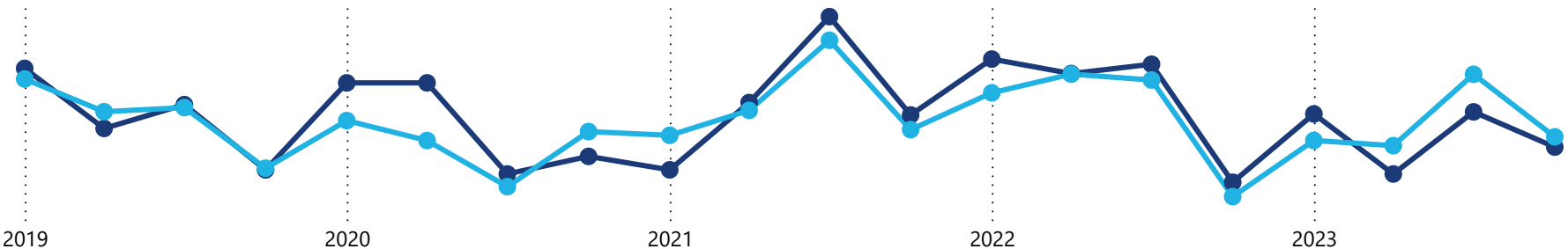
24.13

Goal Achieved

75.01

Sales, Total Revenue and YoY Sales Growth % by Year and Quarter

● Sales ● Total Revenue

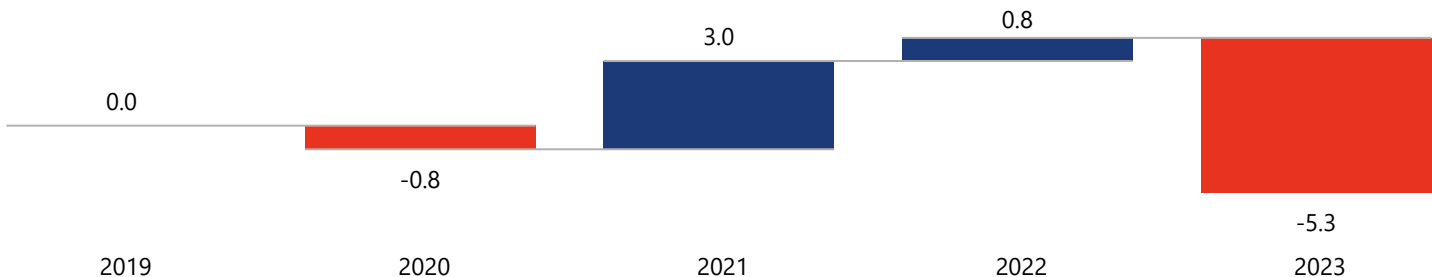


## Insights

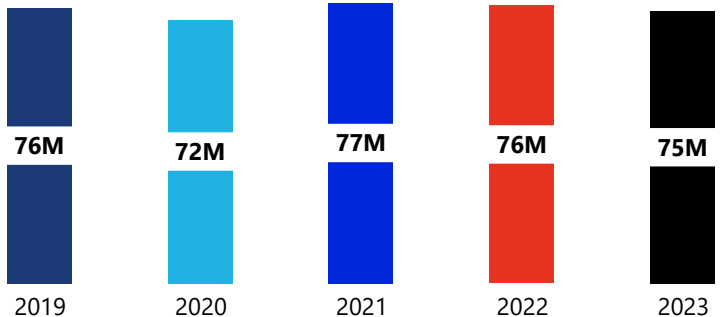
- Total Revenue (8.26% decrease) and Total Sales (9.56% decrease) both trended down between January 2019 and October 2023.
- Total Revenue started trending down on April 2022, falling by 8.89% (1787081) in 6 quarters.
- Total Revenue jumped from 18369983 to 19580997 during its steepest incline between January 2021 and January 2022.

YoY Sales Growth % by Year

● Increase ● Decrease



YTD Revenue



BMW 1 Series



BMW 2 Series



BMW 3 Series



BMW 4 Series





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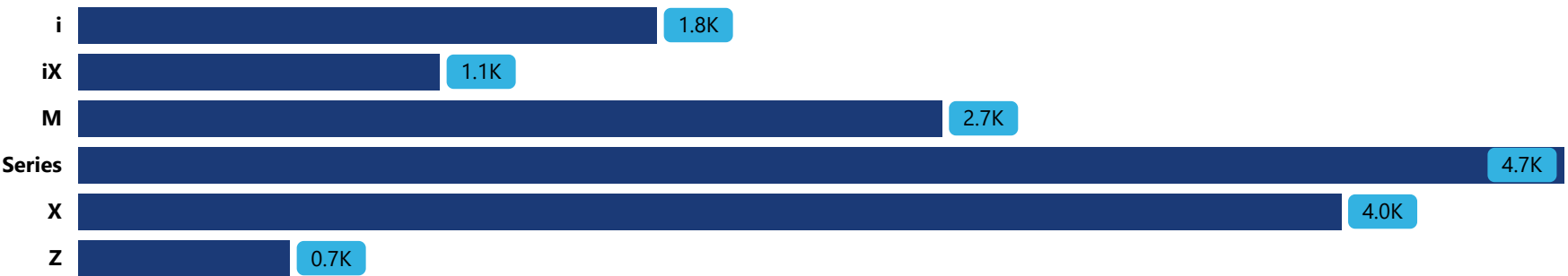
Yearly Growth %

24.13

Goal Achieved

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## Sales by Model Types



## Insights

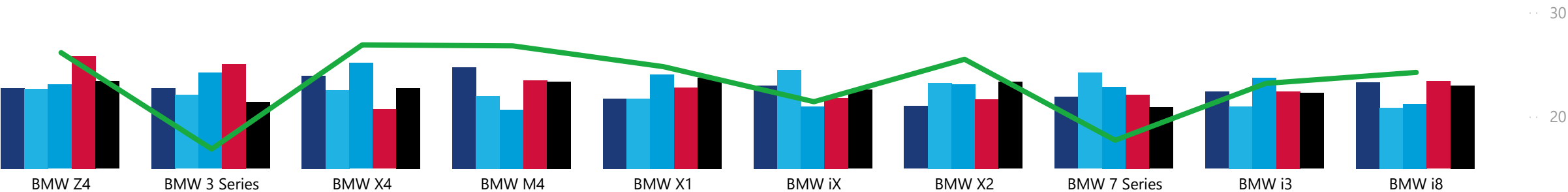
- At 4679, Series had the highest Sales and was 602.55% higher than Z, which had the lowest Sales at 666.
- Series accounted for 31.19% of Sales.
- Across all 6 Model Types, Sales ranged from 666 to 4679.
- BMW Z4 in Year 2022 made up 2.79% of Total Revenue.

## Top 10 - Total Revenue by Car

TOP 10

BOTTOM 10

Year ● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● YoY Sales Growth %



BMW 1 Series



BMW 2 Series



BMW 3 Series



BMW 4 Series





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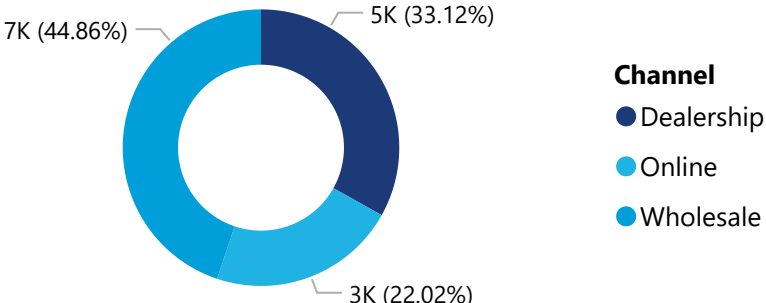
Goal Achieved

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Sales by Country



Sales by Channel

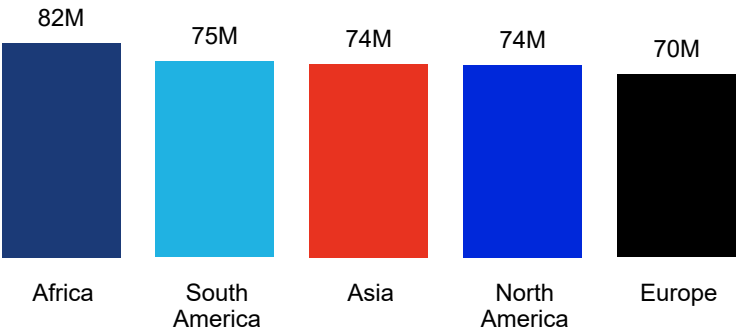


Region		Dealership	Online	Wholesale	
Africa	→	998	↓	767	↑ 1450
Asia	→	1012	↓	584	↑ 1390
Europe	→	915	↓	631	↑ 1227
North America	→	1034	↓	636	↑ 1325
South America	→	1009	↓	686	↑ 1338

Sales Target



Total Revenue by Region



BMW 1 Series



BMW 2 Series



BMW 3 Series



BMW 4 Series

