



BMW

The Ultimate Driving Machine

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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

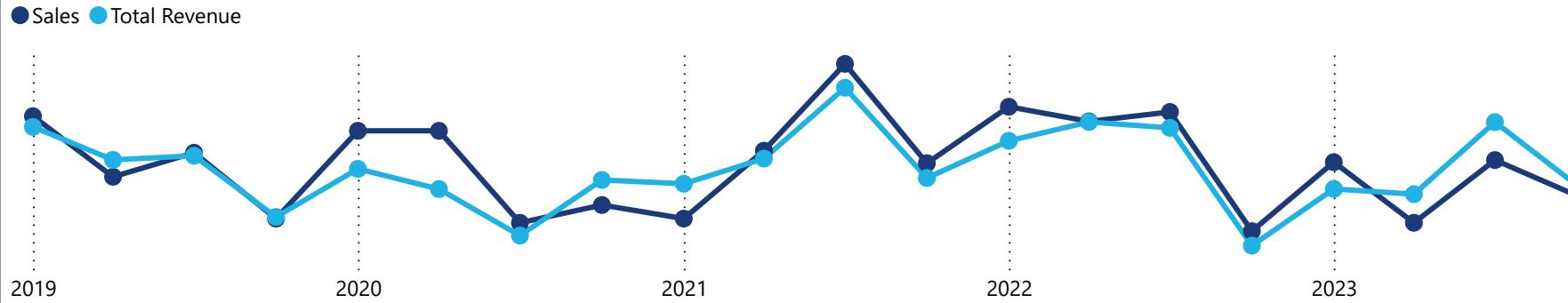
Yearly Growth %

24.13

Goal Achieved

75.01

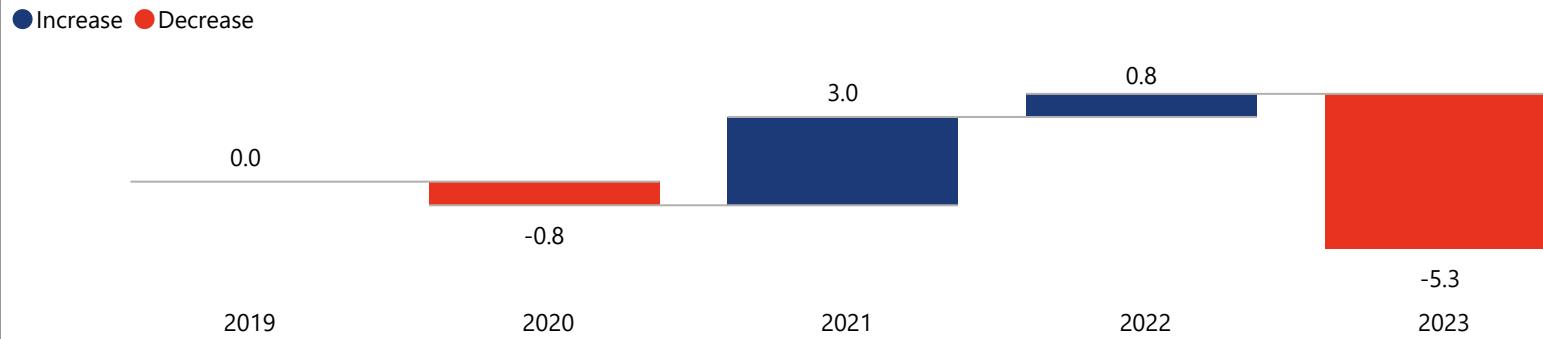
Sales, Total Revenue and YoY Sales Growth % by Year and Quarter



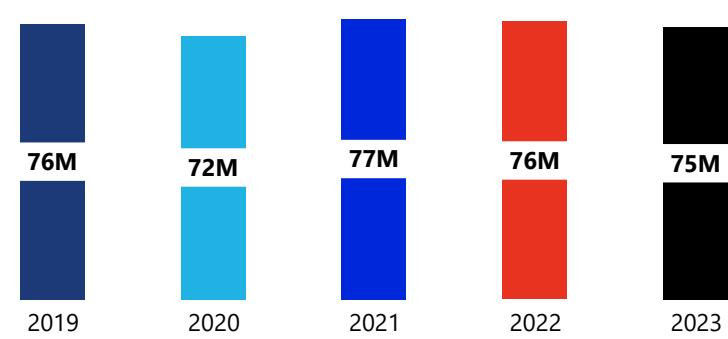
Insights

- 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



YTD Revenue



BMW 1 Series



BMW 2 Series



BMW 3 Series



BMW 4 Series





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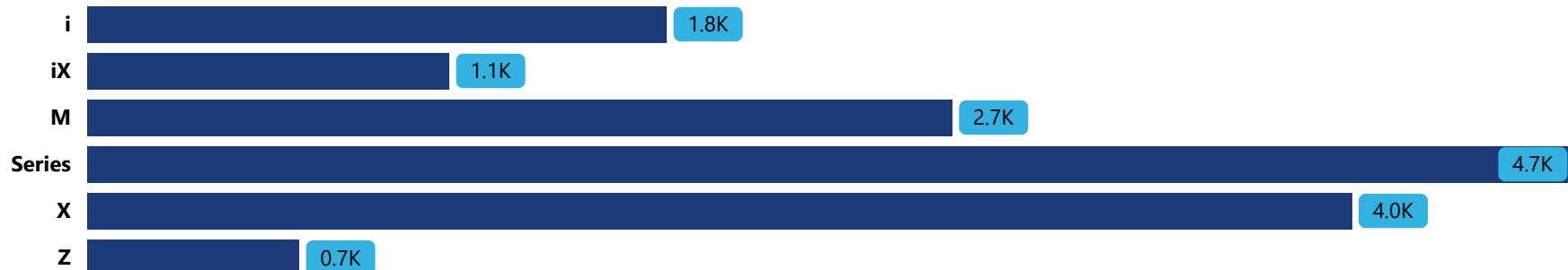
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Sales by Model Types

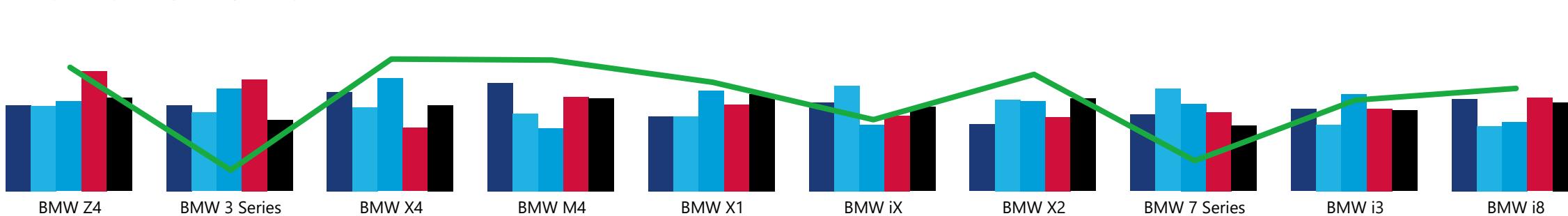


Insights

- 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

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


[TOP 10](#)
[BOTTOM 10](#)


BMW 1 Series



BMW 2 Series



BMW 3 Series



BMW 4 Series





Sales

15K

Total Revenue

376M

ARPU

25.07K

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Yearly Growth %

24.13

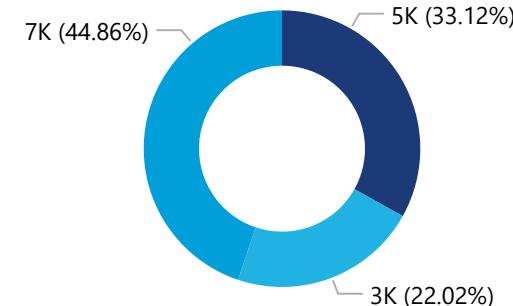
Goal Achieved

75.01

Sales by Country



Sales by Channel



- Channel
- Dealership
 - Online
 - Wholesale

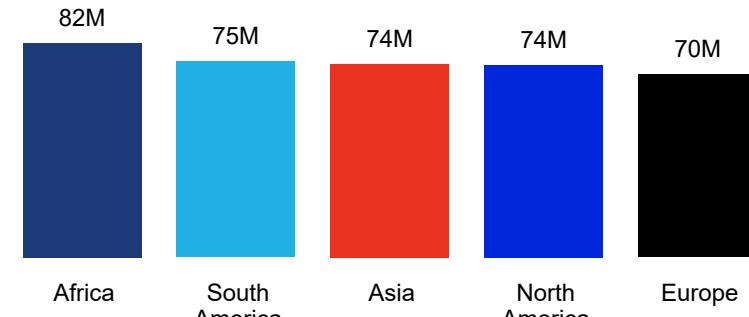
Region	Dealership	Online	Wholesale
Africa	998	767	1450
Asia	1012	584	1390
Europe	915	631	1227
North America	1034	636	1325
South America	1009	686	1338

Sales Target

2916

Goal: 100 (+2,816%)

Total Revenue by Region



BMW 1 Series



BMW 2 Series



BMW 3 Series



BMW 4 Series

