**BUSA 424: Business Analytics Modeling**

**HW1**

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**Introduction:**

This report delves into the sales volume and market share trends of BMW Group within the United States over the five-year period spanning from 2018 to 2022. The data provided serves as a valuable resource for gaining insights into the company's performance during this specific timeframe.

**BMW Group's Sales Volume and Market Share Analysis (2018-2022)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Sales** | **YOY Change** | **US Marketshare** | **Marketshare Change** |
| 2018 | 354,698 | 0.54% | 2.04% | -0.03% |
| 2019 | 360,990 | 1.77% | 2.12% | 3.58% |
| 2020 | 308,344 | -14.58% | 2.10% | -0.99% |
| 2021 | 371,862 | 20.60% | 2.49% | 15.71% |
| 2022 | 361,043 | -2.91% | 2.64% | 5.72% |

Source: <https://www.goodcarbadcar.net/bmw-group-us-sales-figures/>

**Sales Volume Analysis:**

**1. Consistent Growth and Recovery:** BMW Group's sales volume experienced fluctuations across the five-year span. Following a minor upturn of 0.54% in 2018, the company achieved a 1.77% year-over-year growth in 2019, indicative of positive momentum. Nevertheless, the year 2020 bore witness to a substantial sales contraction of -14.58%, primarily attributable to the global economic challenges posed by the COVID-19 pandemic. Of particular note is the robust resurgence in 2021, featuring an impressive 20.60% year-over-year sales upswing. In 2022, the sales volume encountered a slight decline of -2.91%, reflecting a degree of market variability.

**Market Share Analysis:**

**1. Market Share Stability and Expansion:** BMW Group's market share within the United States remained relatively steady from 2018 to 2020, marked by only minor fluctuations. The year 2021, however, witnessed a significant surge in market share, registering a remarkable 15.71% increase and reaching 2.49%. This resurgence effectively underscores the company's adept recovery from pandemic-induced challenges and its reinforced market presence. This positive trajectory was sustained in 2022, with a market share of 2.64%, signifying a 5.72% increase.

**Analysis of Key Influencers:**

**1. Pandemic Impacts in 2020:** The pronounced sales dip in 2020 was substantially driven by the influence of the COVID-19 pandemic, which disrupted both economic activities and consumer behaviors. The automotive industry experienced supply chain complications and decreased consumer demand during this tumultuous period.

**2. Vigorous Recovery:** BMW Group's ability to stage a vigorous recovery in 2021 indicates the effective strategies employed in adapting to the ever-changing market landscape. Factors such as heightened consumer confidence, pent-up demand, and innovative product offerings likely contributed to this renaissance.

**3. Market Share Expansion:** The consistent expansion of BMW Group's market share in 2021 and 2022 underscores the company's proficient efforts in regaining and extending its foothold within the market. Competitive strategies and a dedicated focus on aligning with consumer preferences played a pivotal role in driving this growth.

**Conclusion:**

BMW Group's demonstrated resilience and adaptability in the face of market challenges during the five-year period spanning 2018 to 2022. While navigating through fluctuations in sales volume, the company exhibited notable growth and staged an impressive recovery in 2021. The unswerving and expanding market share during this period underscores BMW Group's competitive standing within the US automotive market.

To summarize, BMW Group's capacity to adeptly navigate shifting market dynamics and recapture market share underscores its strategic proficiency. Continued vigilance in monitoring market trends and staying aligned with evolving consumer preferences will remain imperative for sustaining growth and asserting market leadership in the future.