

BMW Car Sales Classification Dataset

KPIs

1. Sales & Revenue

- Total Sales Volume = Sum of Sales_Volume
- Total Revenue = Sum of (Price_USD × Sales_Volume)
- Average Price per Model
- Revenue per Region = Group by Region and sum revenue
- Top Selling Model by Volume
- Top Revenue-Generating Model

2. Pricing & Market

- Average Price by Fuel Type
- Average Price by Transmission Type
- Price vs. Mileage Correlation
(e.g., do lower mileage cars sell for higher prices?)
- Average Engine Size by Region
- Price Range by Model

3. Sales Performance

- High vs. Low Sales Classification Count
- Average Sales Volume by Region

- Sales Volume by Fuel Type
- Sales Volume by Transmission Type
- Most Popular Color in Sales

4. Vehicle Characteristics & Demand

- Engine Size Impact on Sales
(Compare average sales volume by Engine_Size_L range)
- Mileage Impact on Sales
(Do lower mileage cars have higher sales volume?)
- Fuel Type Trend (Petrol, Diesel, Hybrid, Electric)
- Transmission Preference by Region

Business Analysis Questions

1. Which region generates the highest sales revenue?
2. Which model has the highest sales volume overall?
3. Does Fuel_Type significantly affect price or sales volume?
4. What is the average price difference between manual and automatic transmission?
5. Which color is most common among high sales classification vehicles?
6. Is there a relationship between mileage and price?
7. Do newer year models sell for higher prices on average?
8. Which region prefers manual over automatic transmission?

9. Which engine size range yields the highest sales volume?
10. How does Sales Classification (High/Low) align with Price, Mileage, and Year?