Insights

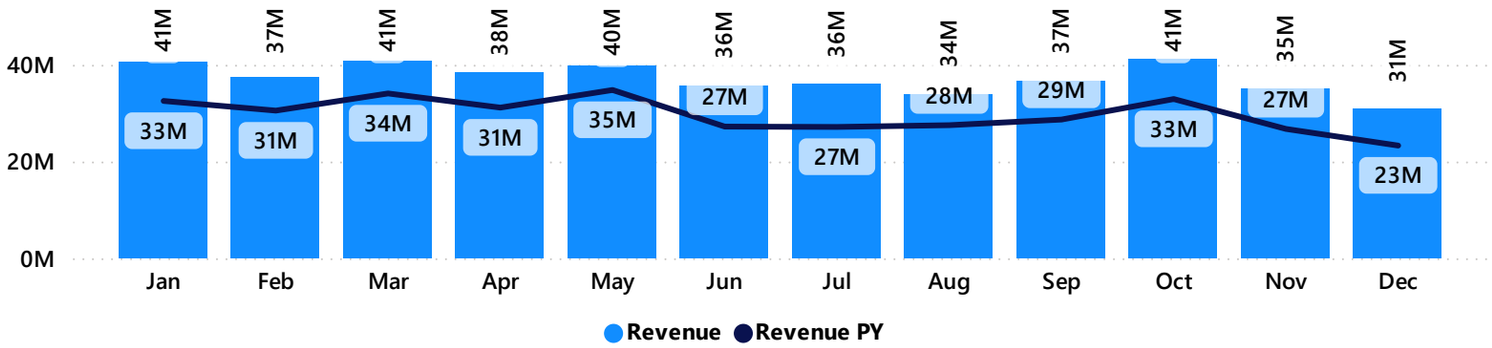
Dashboard

All Models

Month | Year | Weekday

Show Filter

Global Sales



PERIOD Jan 1, 2019 _ Dec 31, 2023

$ 446M +25.2%↑

PY $ 357M

Top Selling by Avg Price

BMW iX3 $83 .2k

BMW M5 $80 .1k

BMW M4 $79 .2k

BMW M8 $79 .2k

Top Selling by Quantity

BMW Z4 292

BMW 8 Series 276

BMW M4 275

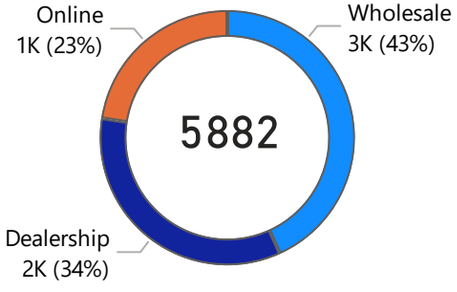
BMW 4 Series 261

BMW 3 Series 251

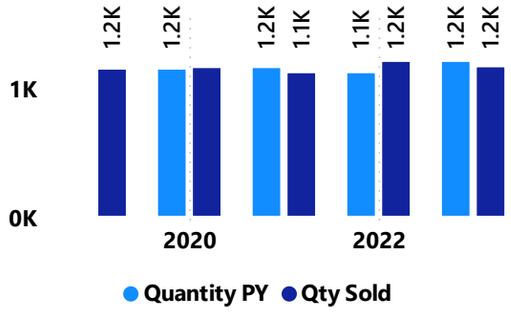
Qty Sold by Countries

Countries	Qty Sold	Revenue	
Mexico	475	36M	+25%↑
United States	461	34M	+27%↑
Canada	340	26M	+23.2%↑
Nigeria	276	22M	+23.8%↑
Spain	259	21M	+22.2%↑

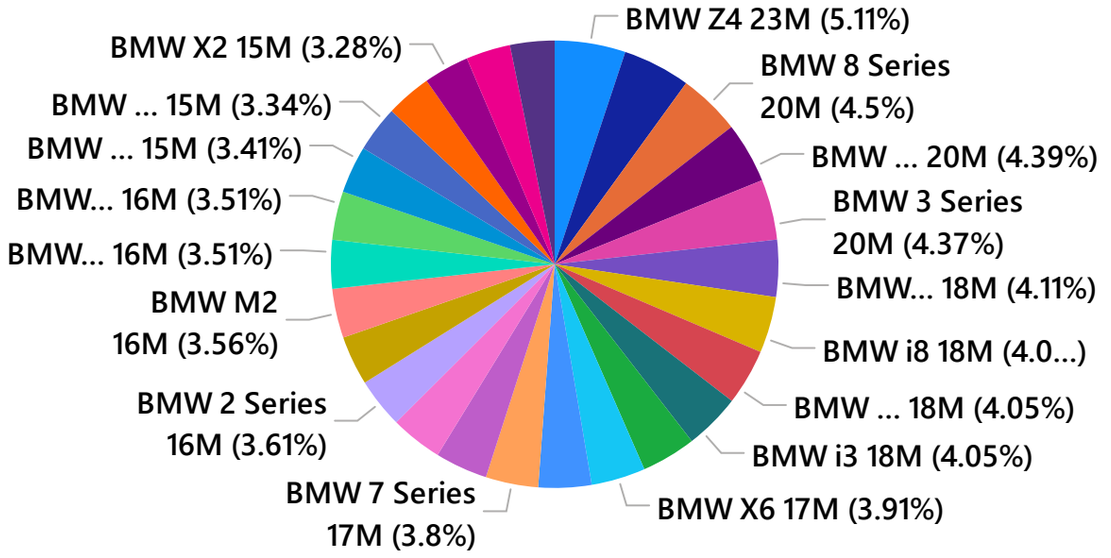
Quantity Sold by Channel



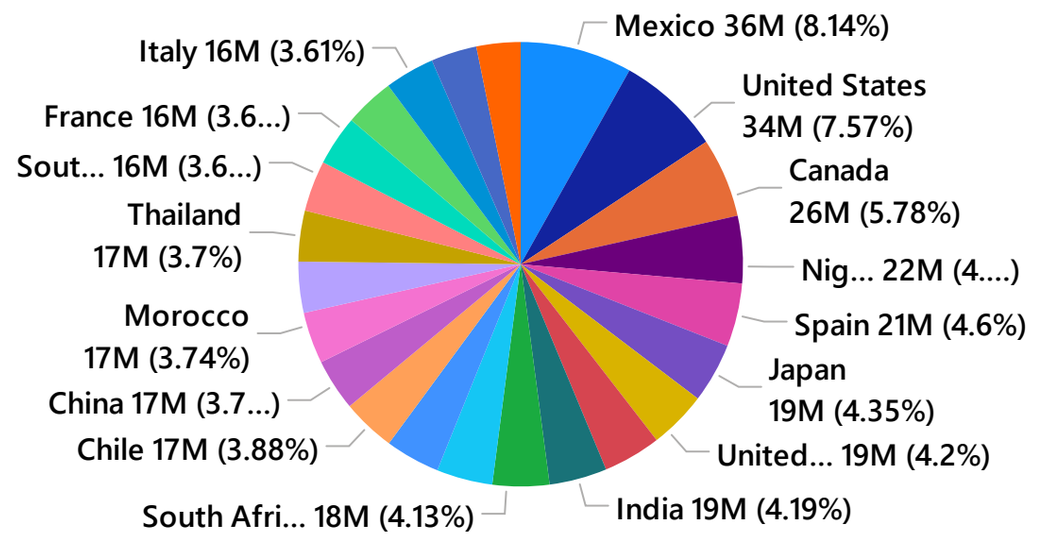
Qty Sold by Year



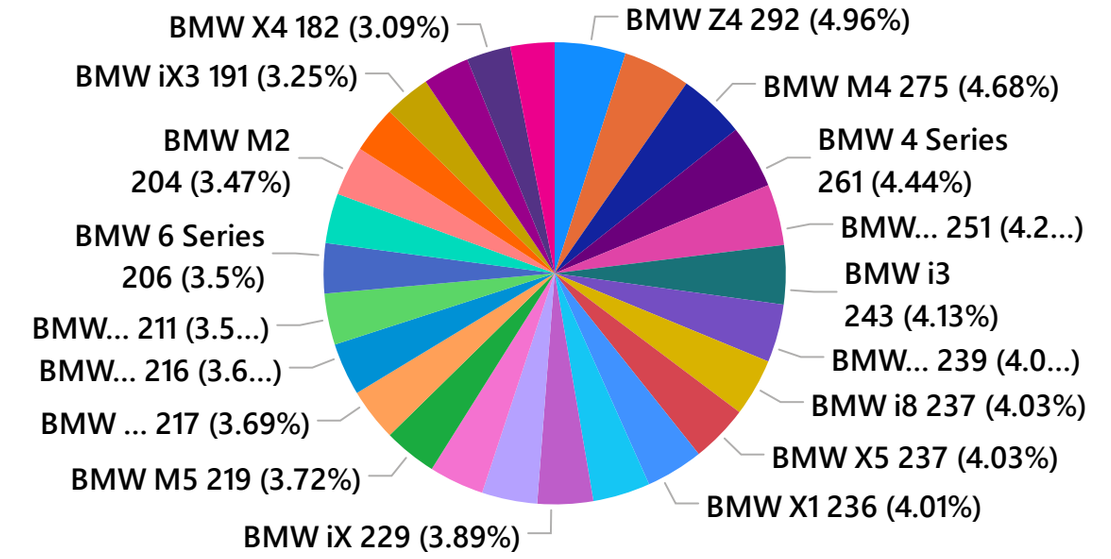
Revenue by Model



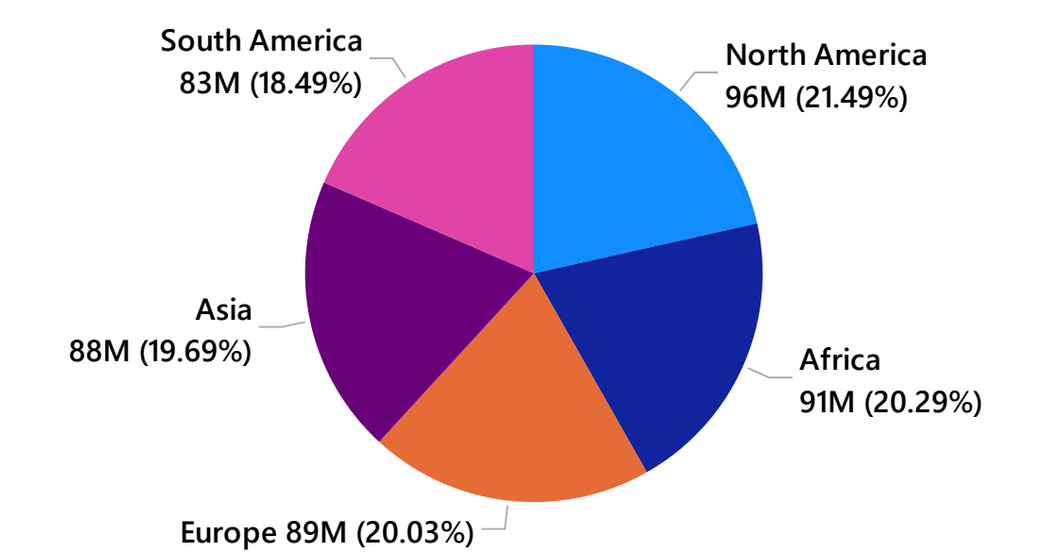
Revenue by Country



Qty Sold by Model



Revenue by Region



Business Recommendations

*** Expand Operations in Mexico Leverage the 25% revenue growth and strong Q2 performance by increasing inventory allocation, dealership support, and localized marketing in the Mexican market.**

*** Double Down on BMW Z4 & M4 Promotions With the BMW Z4 and M4 leading unit sales and contributing significantly to revenue, consider bundling premium services or introducing limited-edition models to maintain momentum and brand desirability.**

*** Prioritize Wholesale Channels The 43% surge in wholesale volume suggests a behavioral shift; expand partnerships and streamline B2B logistics to capitalize on this growth trajectory.**

*** Invest in North American Regional Strategy North America, generating $96M, consistently outperforms in revenue and growth. Launch targeted dealership expansion and regional promotions to maintain market leadership.**

*** Reevaluate Performance in South America and Italy With South America and Italy showing the lowest revenue, conduct market research to uncover barriers (e.g., pricing, product fit, supply challenges) and restructure efforts accordingly.**

*** Data-Driven Inventory Planning Use country-level and model-level demand insights to optimize stock allocation, reducing underperforming model surplus (e.g., BMW X4) and improving supply for high-demand units.**

*** Channel-Specific Marketing Campaigns With wholesales outperforming other channels by 43%, design channel-specific promotions and loyalty programs tailored to B2B buyers and bulk resellers to maximize momentum.**