

BMW Sales Insights



19T

Total Revenue

253M

Total Sales Volume

75.03K

Avg Price

11

High Sales Models

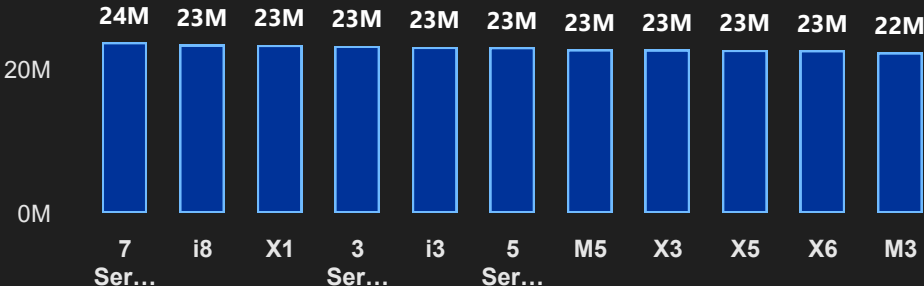
Diesel

Electric

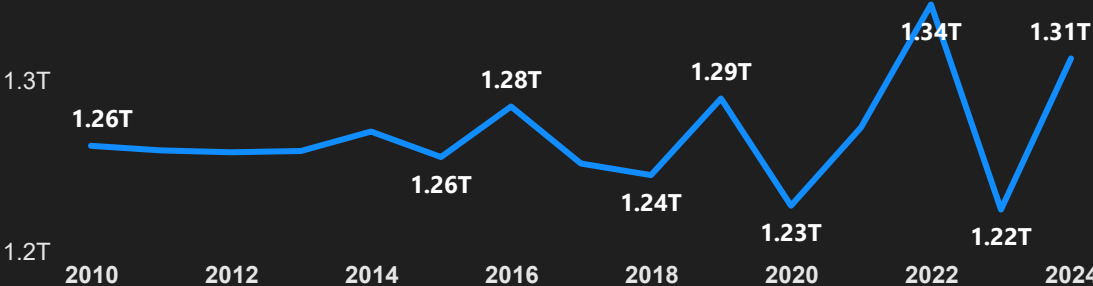
Hybrid

Petrol

Sales by model



Total Revenue by year



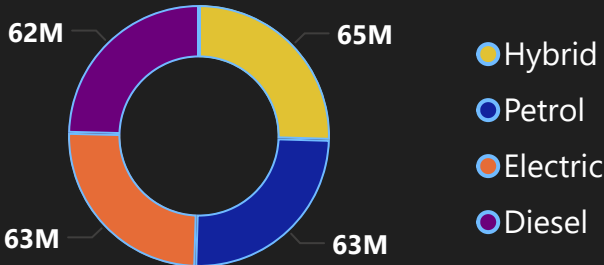
2010

2011

2012

2013

Sales by Fuel type



Top 5 models by revenue

| model | Total Revenue |
|----------|---------------|
| 7 Series | 1790070249282 |
| 3 Series | 1768534028214 |
| i8 | 1764743448529 |
| X1 | 1752985285361 |
| 5 Series | 1735712423092 |



Model Performance Analysis



19T

Revenue by Model

253M

Sales by Model

75.03K

Avg Price

75.04K

Sales Efficiency

3 Series

5 Series

7 Series

i3

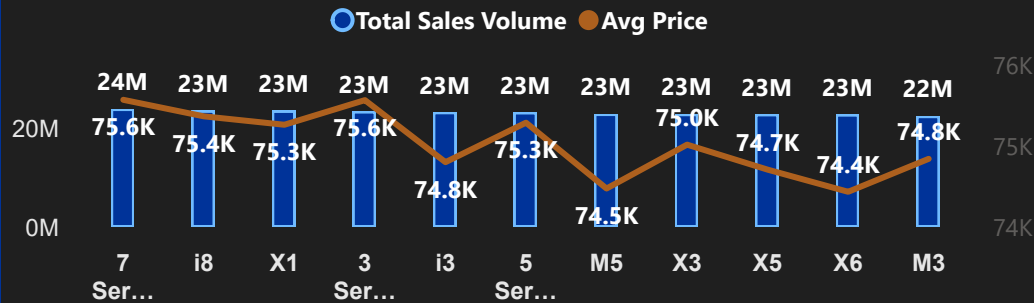
2010

2011

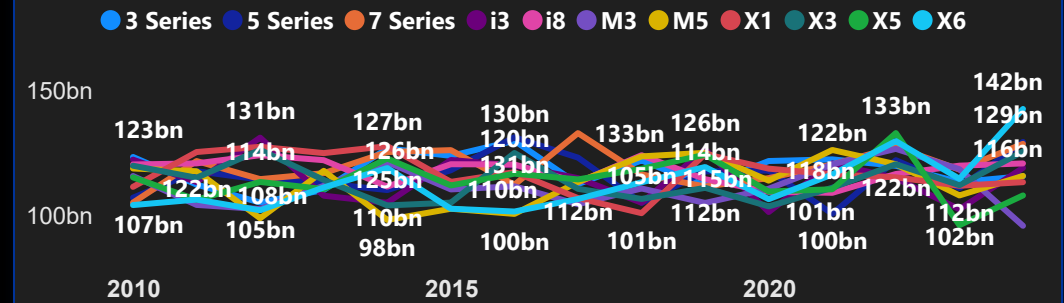
2012

2013

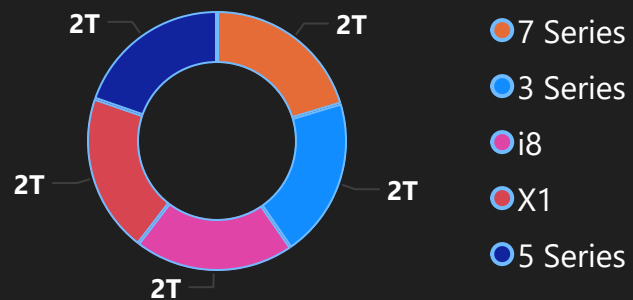
Model Sales vs Price Relationship



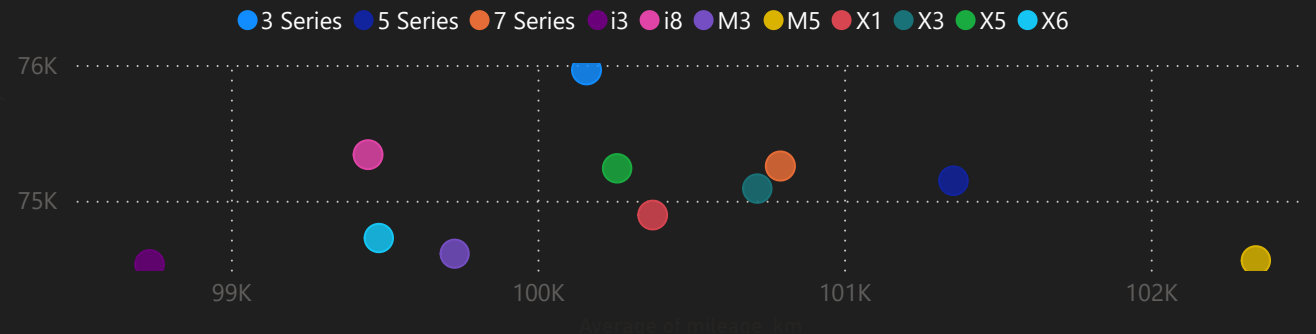
Revenue Trend by Model (Over Years)



Revenue Contribution by Model



Model Efficiency vs Mileage



Regional Breakdown



Africa

Asia

Europe

Middle East

2010

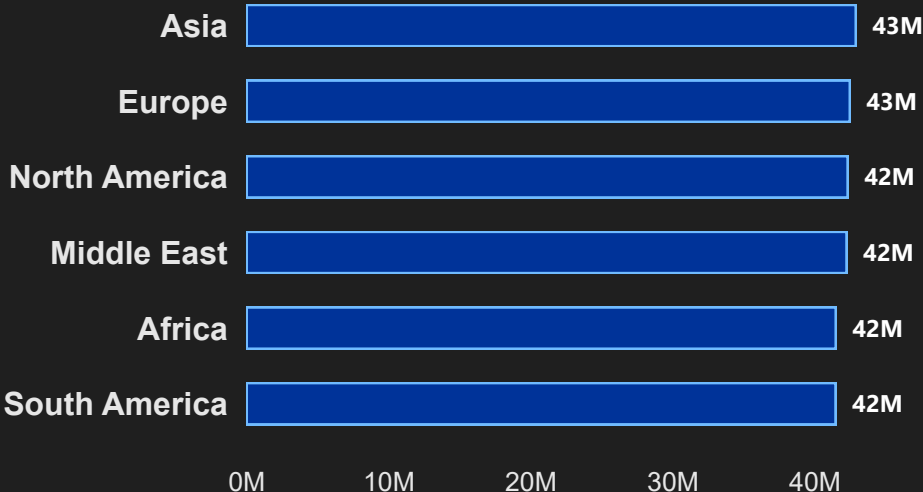
2011

2012

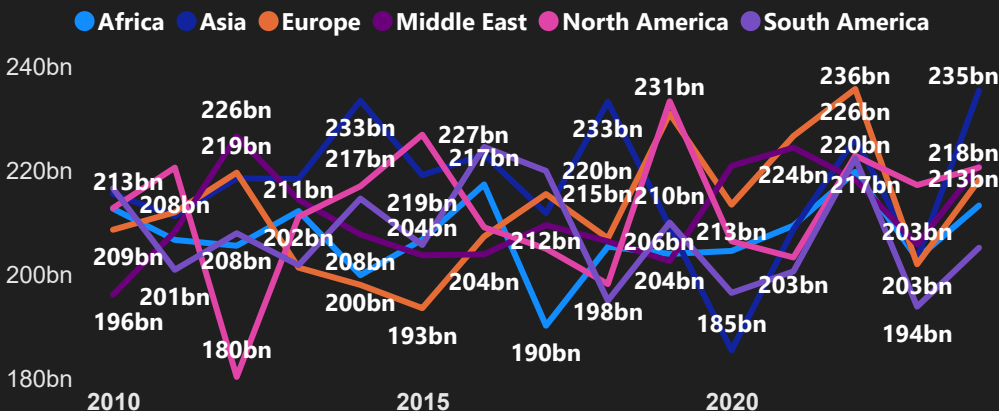
2013



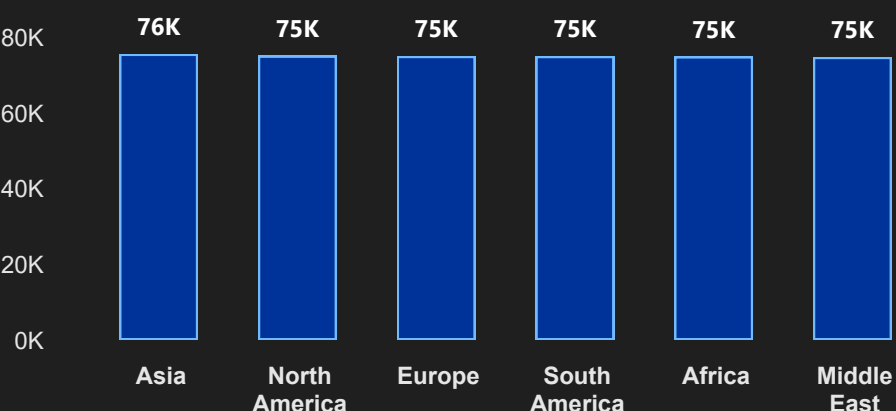
Top Regions by Sales Volume



Revenue Growth Trend per Region



Avg Price by region



Fuel Efficiency & Market Shift



19T

Total Revenue

253M

Total Sales Volume

100.31K

Average of mileage_km

Hybrid

Dominant Fuel Type

Diesel

Electric

Hybrid

Petrol

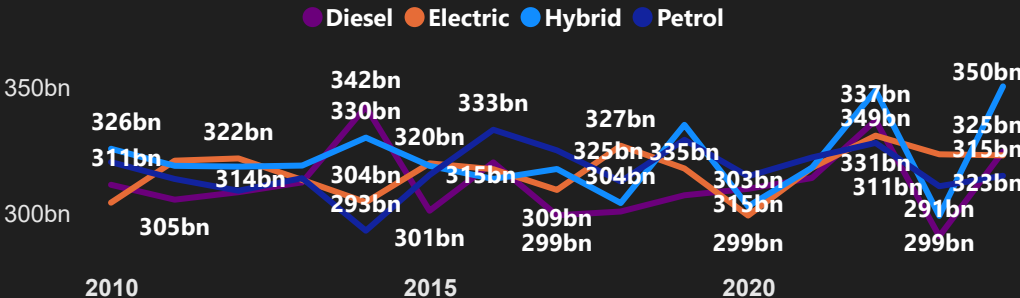
2010

2011

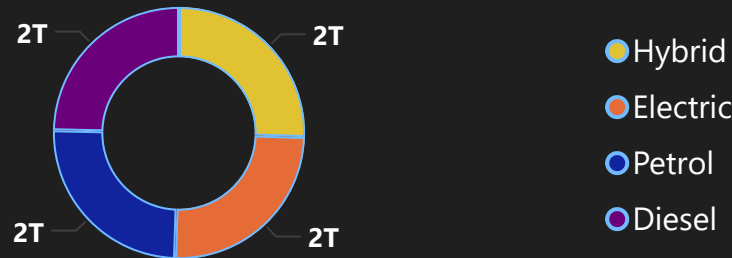
2012

2013

Fuel Type Sales Trend



Fuel Type Sales Share %



Top Models by Fuel Type

| model | fuel_type | Total Revenue | Sales by Region | Avg P |
|----------|-----------|---------------|-----------------|-------|
| 7 Series | Hybrid | 463680156415 | 6195538 | 75,13 |
| 3 Series | | | | |
| X1 | Electric | 454394918510 | 6028920 | 75,73 |
| 7 Series | | | | |
| i8 | Petrol | 451468006747 | 5943055 | 75,51 |

Fuel Type YoY Growth (Revenue)

