

BMW Sales Insights



19T

Total Revenue

253M

Total Sales Volume

75.03K

Avg Price

11

High Sales Models

Diesel

Electric

Hybrid

Petrol

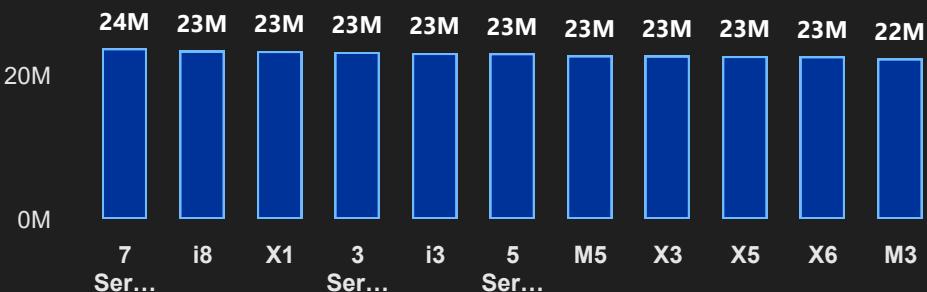
2010

2011

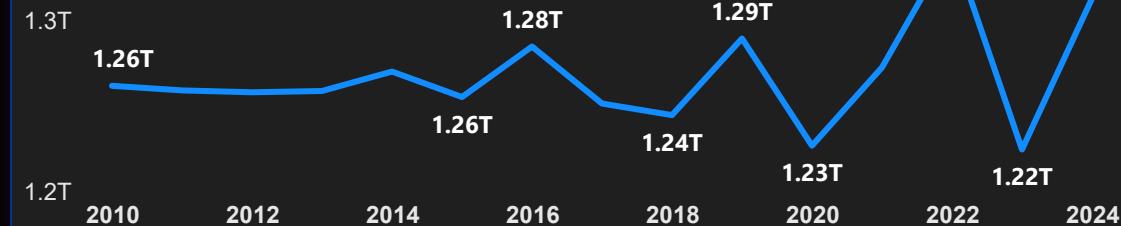
2012

2013

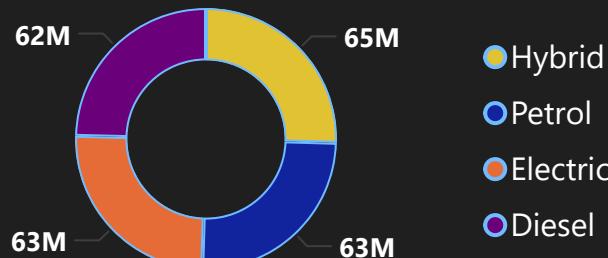
Sales by model



Total Revenue by year



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

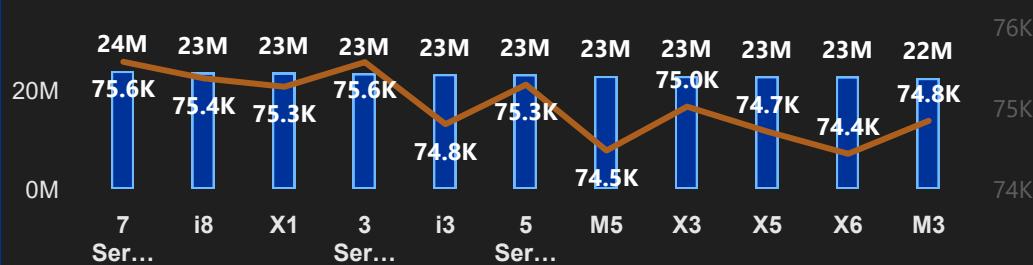
2011

2012

2013

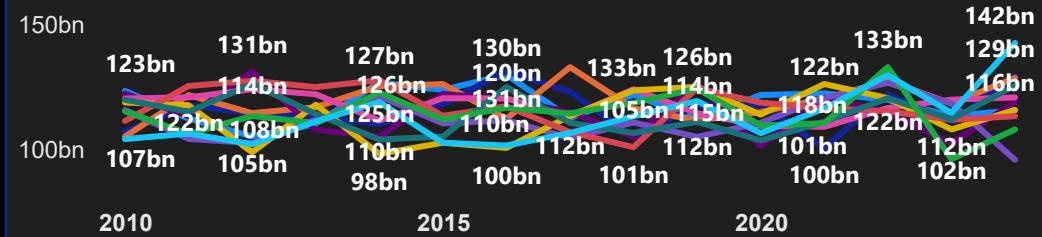
Model Sales vs Price Relationship

Total Sales Volume Avg Price

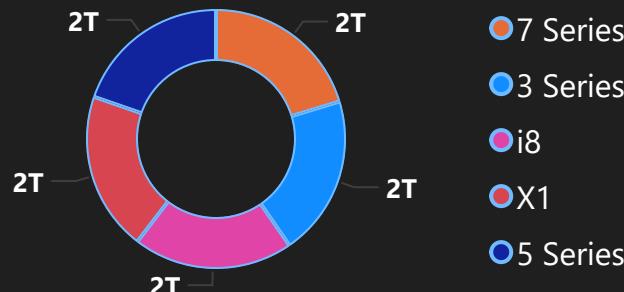


Revenue Trend by Model (Over Years)

3 Series 5 Series 7 Series i3 i8 M3 M5 X1 X3 X5 X6

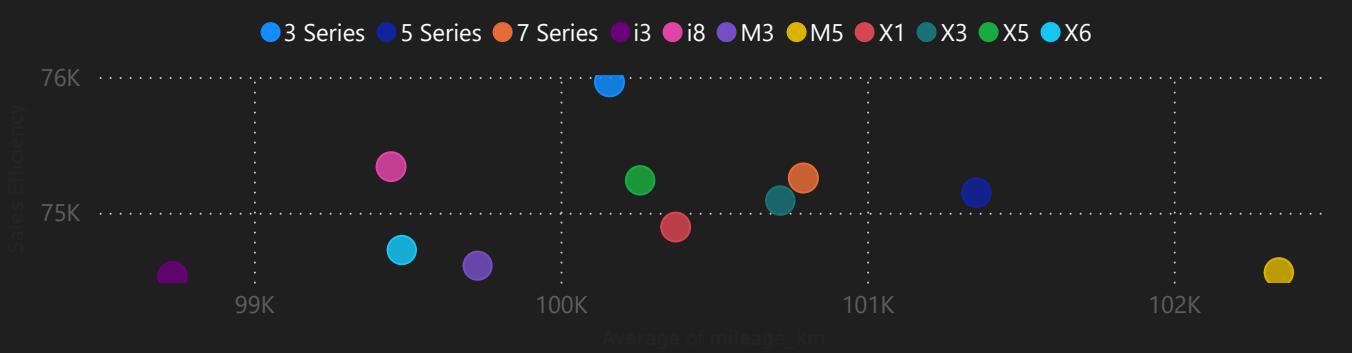


Revenue Contribution by Model



Model Efficiency vs Mileage

3 Series 5 Series 7 Series i3 i8 M3 M5 X1 X3 X5 X6



Regional Breakdown



Africa

Asia

Europe

Middle East

2010

2011

2012

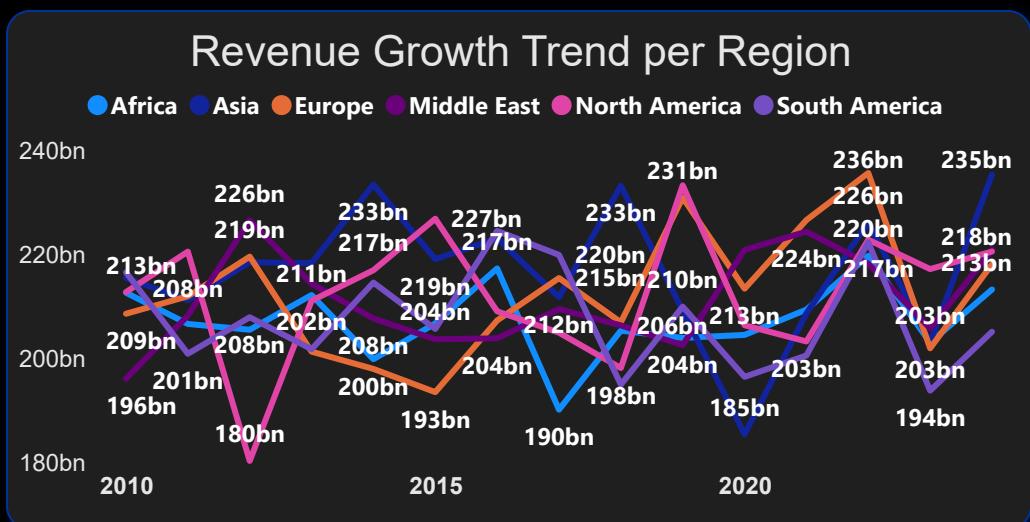
2013



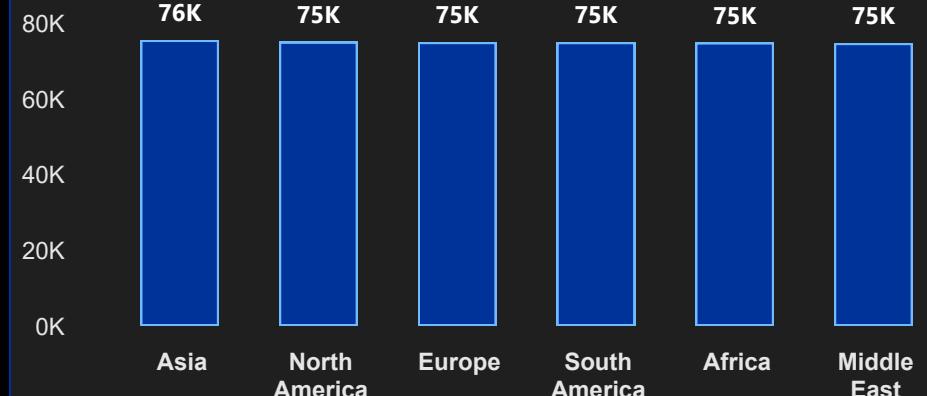
Top Regions by Sales Volume

Asia	43M
Europe	43M
North America	42M
Middle East	42M
Africa	42M
South America	42M

0M 10M 20M 30M 40M



Avg Price by region



Fuel Efficiency & Market Shift



19T

Total Revenue

253M

Total Sales Volume

100.31K

Average of mileage_km

Hybrid

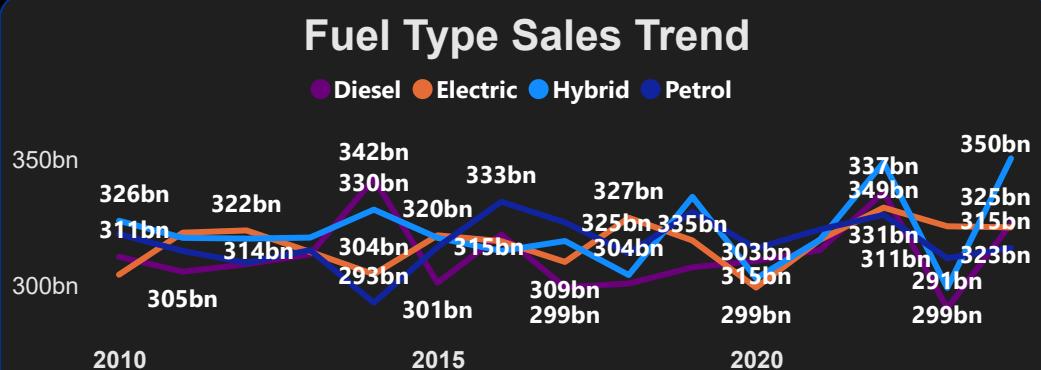
Dominant Fuel Type

Diesel

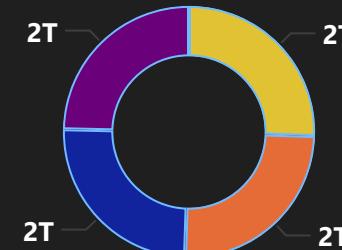
Electric

Hybrid

Petrol



Fuel Type Sales Share %



2010

2011

2012

2013

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)

