🚀 **BMW Sales Dashboard Unlocks 5 Years of Growth!** 🚀

From **2019–2023**, BMW accelerated its performance to **$1.13bn revenue (+24.7% YoY)** – proving luxury + strategy = growth.

🔥 **Highlights that caught my eye:**  
✅ **BMW Z4** tops with **666 units sold**  
✅ **Mexico & USA** lead global demand ($75M+ each)  
✅ **Wholesale (45%) > Dealership (33%) > Online (22%)** – but digital is racing ahead  
✅ **BMW 1 Series alone drove $41.6M revenue**

📊 With **15K cars sold across 5 years**, BMW shows how **data-driven insights fuel global dominance**.

🚘 **BMW Sales Performance Insights (2019–2023)**

BMW has shown strong momentum over the past five years, with revenue climbing to **$1.13bn** – a solid **24.7% growth vs. last period ($0.90bn)**.

🔹 **Top Selling Models**:

* **BMW Z4** leads the pack with **666 units sold**, followed by the **X6 (592)** and **X7 (555)**.
* Premium models like the **M8, iX3, and 7 Series** remain the most expensive offerings, averaging **$77K–$79K**.

🔹 **Geography Insights**:

* Strongest demand comes from the **United States (1019 units, $75.26M)** and **Mexico (1017 units, $76.81M)**.
* Emerging markets like **Nigeria and Kenya** also contribute steadily.

🔹 **Sales Channels**:

* **Wholesale dominates (45%)**, followed by **Dealerships (33%)** and **Online (22%)** – showing a healthy shift towards digital channels.

🔹 **Yearly Trend**:

* Over **15K total cars sold** across 2019–2023.
* The **BMW 1 Series alone generated $41.63M**, with a strong rebound in 2023 (150 units sold).

📈 **Key Takeaway**: BMW continues to balance luxury appeal with wide market penetration. Growth in online sales and consistent performance in North America highlight where future opportunities lie.

**🚘 BMW Sales Dashboard**

This repository contains an interactive **BMW Sales Dashboard** built using **Power BI** to analyze and visualize sales data from **2019 to 2023**. The project is designed to provide a structured overview of BMW’s sales performance across models, countries, and channels, highlighting revenue trends and quantity sold over time.

The dashboard is divided into two main sections:

**1. Dashboard Overview**

This page provides a consolidated view of key metrics and performance indicators.

* **Revenue Tracking**: Displays total revenue achieved in the selected period along with comparisons to the previous year.
* **Top-Selling Models**: Highlights models with the highest units sold, allowing easy identification of market favorites.
* **Most Expensive Models**: Shows premium models with their average price points.
* **Sales by Country**: Lists country-wise performance with quantity sold and revenue contribution.
* **Channel Distribution**: Breaks down total quantity sold by wholesale, dealership, and online sales.
* **Yearly Trends**: Shows total cars sold year by year, enabling long-term performance tracking.

**2. Model-Level Analysis**

This page focuses on detailed performance for individual BMW models.

* **Model Selector**: Users can select any model to view its sales data.
* **Annual Sales & Revenue**: Displays quantity sold and total revenue for each year between 2019–2023.
* **Cumulative Performance**: Summarizes total units sold and overall revenue for the chosen model.
* **Interactive Visuals**: Includes charts and tables for quick comparison and deeper analysis.

**📊 Tools & Technologies Used**

* **Power BI** for interactive dashboards and data visualizations.
* **Excel/CSV** datasets for sales records.
* **DAX** for calculated fields and measures.
* **Data Cleaning & Preparation** performed before integration into Power BI.

**📂 Project Objectives**

* Provide a centralized, visual report of BMW’s sales from 2019–2023.
* Enable easy tracking of revenue and quantity sold by time, region, model, and channel.
* Allow interactive exploration of both high-level summaries and detailed model performance.

This project demonstrates the use of **Power BI for business intelligence reporting** and offers a practical example of automotive sales data visualization.