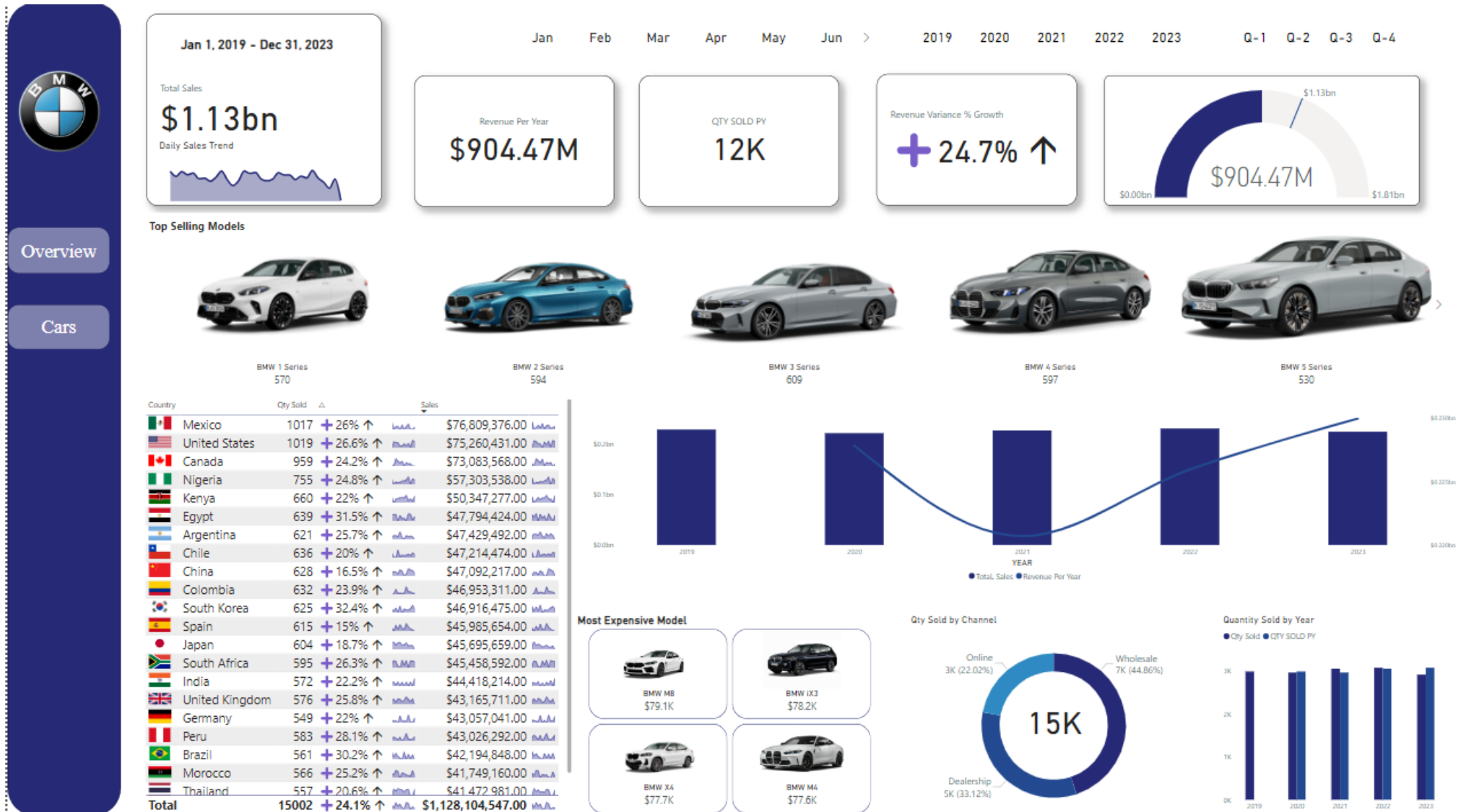


# BMW Sales Dashboard Documentation





Overview

Cars

Search

Q X


# BMW 1 Series





\$75.2K


Avg Price


YEAR	Quantity Sold	Total Sales
2020	2965	\$220,690,755.00
2023	2916	\$223,638,435.00
2021	3054	\$225,963,521.00
2019	2989	\$227,834,226.00
2022	3078	\$229,977,610.00
Total	15002	\$1,128,104,547.00


- 


BMW 1 Series  
570
- 


BMW 2 Series  
594
- 


BMW 3 Series  
609
- 


BMW 4 Series  
597
- 

BMW 5 Series  
530
- 

BMW 6 Series  
587
- 

BMW 7 Series  
551
- 

BMW 8 Series  
641
- 

BMW i3  
611
- 

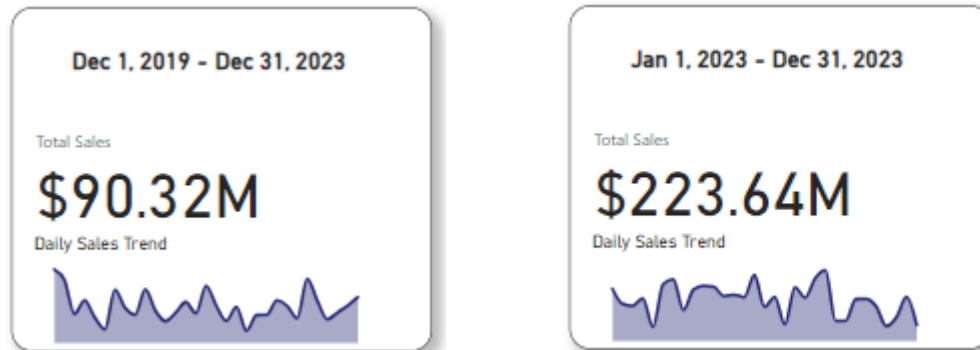
BMW i4  
596

**Description:** The BMW Sales Dashboard is a comprehensive tool designed to monitor and analyze sales performance across various dimensions. It provides real-time insights into key sales metrics such as total revenue, sales trends, regional performance, product category contributions, and customer segmentation. The dashboard empowers sales managers and business leaders to make informed decisions by offering a clear view of sales activities, highlighting areas of success, and identifying opportunities for improvement.

**Introduction:** The Sales Dashboard serves as a vital resource for tracking and optimizing the sales process. It consolidates data from multiple sources to provide a unified view of sales performance, allowing business leaders to assess current sales figures, compare them with historical data, and understand the factors driving sales growth. The dashboard is structured to offer insights at various levels—from a broad overview of total sales down to the granular details of individual product performance. By leveraging this dashboard, sales teams can identify top-performing regions, products, and customer segments, ensuring that efforts are focused on the most lucrative opportunities.

Dashboard link; [https://app.powerbi.com/links/qX1\\_ly8WkJ?ctid=efc6214b-5ada-48b0-95f5-422bc9bd4463&pbi\\_source=linkShare](https://app.powerbi.com/links/qX1_ly8WkJ?ctid=efc6214b-5ada-48b0-95f5-422bc9bd4463&pbi_source=linkShare)

## Sales Performance



- What are the total sales for the current month/year

The total sales for the current month are \$90.32 million and the total sales for the year so far are \$223.64 million.



Current Year

- How do compare period?

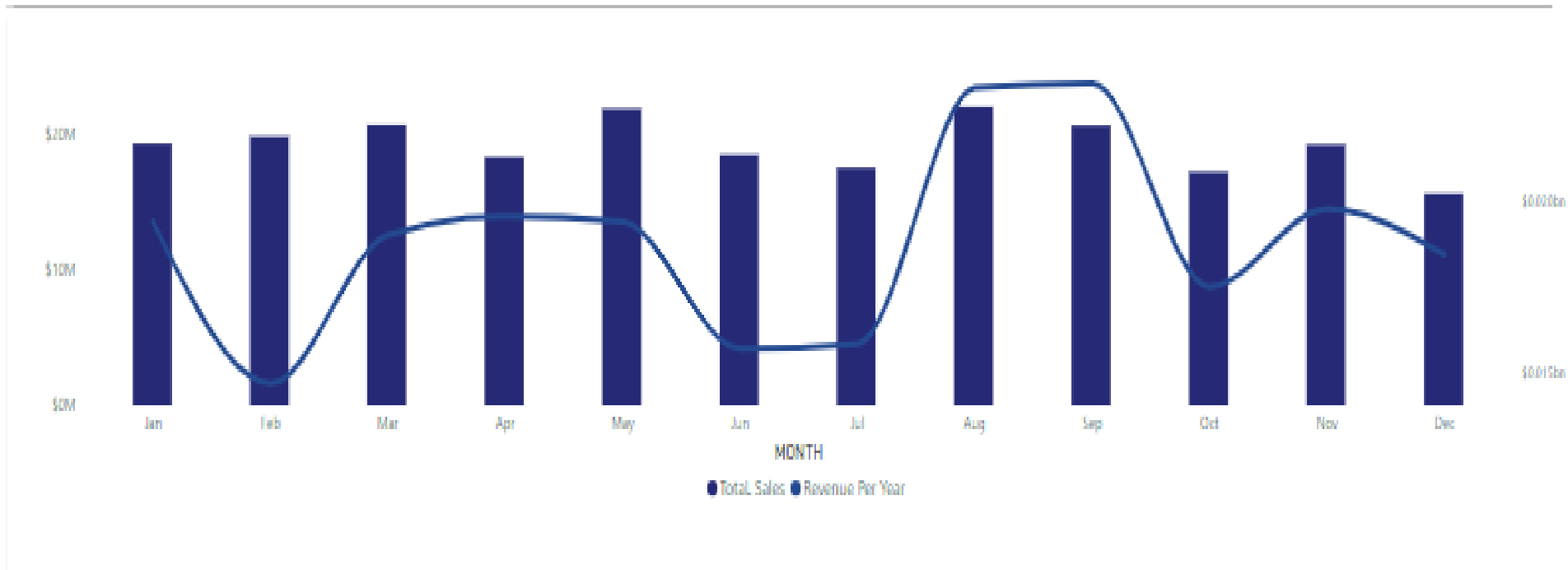


Previous Year

current sales  
to the previous

Sales have decreased by 2.8% compared to the previous year.

- What are the sales trends over the last 12 months?



Over the last 12 months, sales have shown a general fluctuating trend rather than a clear upward or downward direction. The dashboard's trend line chart highlights these fluctuations, with notable peaks in August and September.

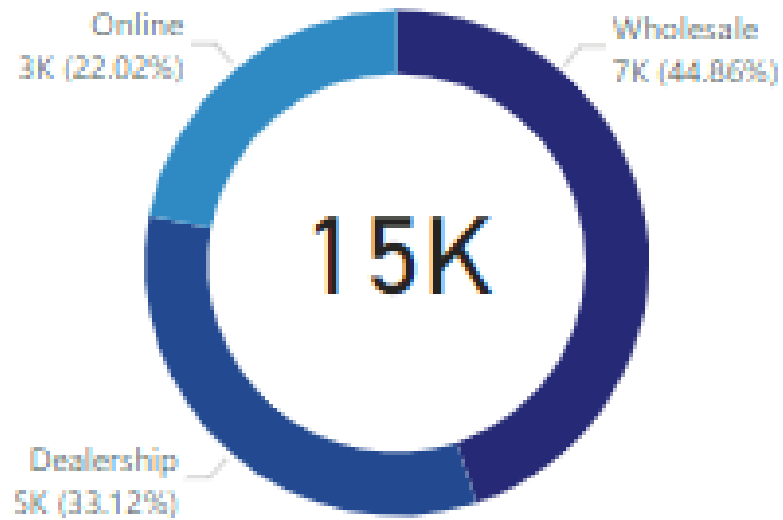
- Which country is generating the most revenue?

Country		Qty Sold	Δ		Sales
	Mexico	1017	+ 26% ↑		\$76,809,376.00 
	United States	1019	+ 26.6% ↑		\$75,260,431.00 
	Canada	959	+ 24.2% ↑		\$73,083,568.00 
	Nigeria	755	+ 24.8% ↑		\$57,303,538.00 
	Kenya	660	+ 22% ↑		\$50,347,277.00 
	Egypt	639	+ 31.5% ↑		\$47,794,424.00 
	Argentina	621	+ 25.7% ↑		\$47,429,492.00 
	Chile	636	+ 20% ↑		\$47,214,474.00 
	China	628	+ 16.5% ↑		\$47,092,217.00 
	Colombia	632	+ 23.9% ↑		\$46,953,311.00 
	South Korea	625	+ 32.4% ↑		\$46,916,475.00 
	Spain	615	+ 15% ↑		\$45,985,654.00 
	Japan	604	+ 18.7% ↑		\$45,695,659.00 
	South Africa	595	+ 26.3% ↑		\$45,458,592.00 
	India	572	+ 22.2% ↑		\$44,418,214.00 
	United Kingdom	576	+ 25.8% ↑		\$43,165,711.00 
	Germany	549	+ 22% ↑		\$43,057,041.00 
	Peru	583	+ 28.1% ↑		\$43,026,292.00 
	Brazil	561	+ 30.2% ↑		\$42,194,848.00 
	Morocco	566	+ 25.2% ↑		\$41,749,160.00 
	Thailand	557	+ 20.6% ↑		\$41,472,981.00 
<b>Total</b>		<b>15002</b>	<b>+ 24.1% ↑</b>		<b>\$1,128,104,547.00</b> 

The countries generating the most revenue are Mexico, United States, and Canada.

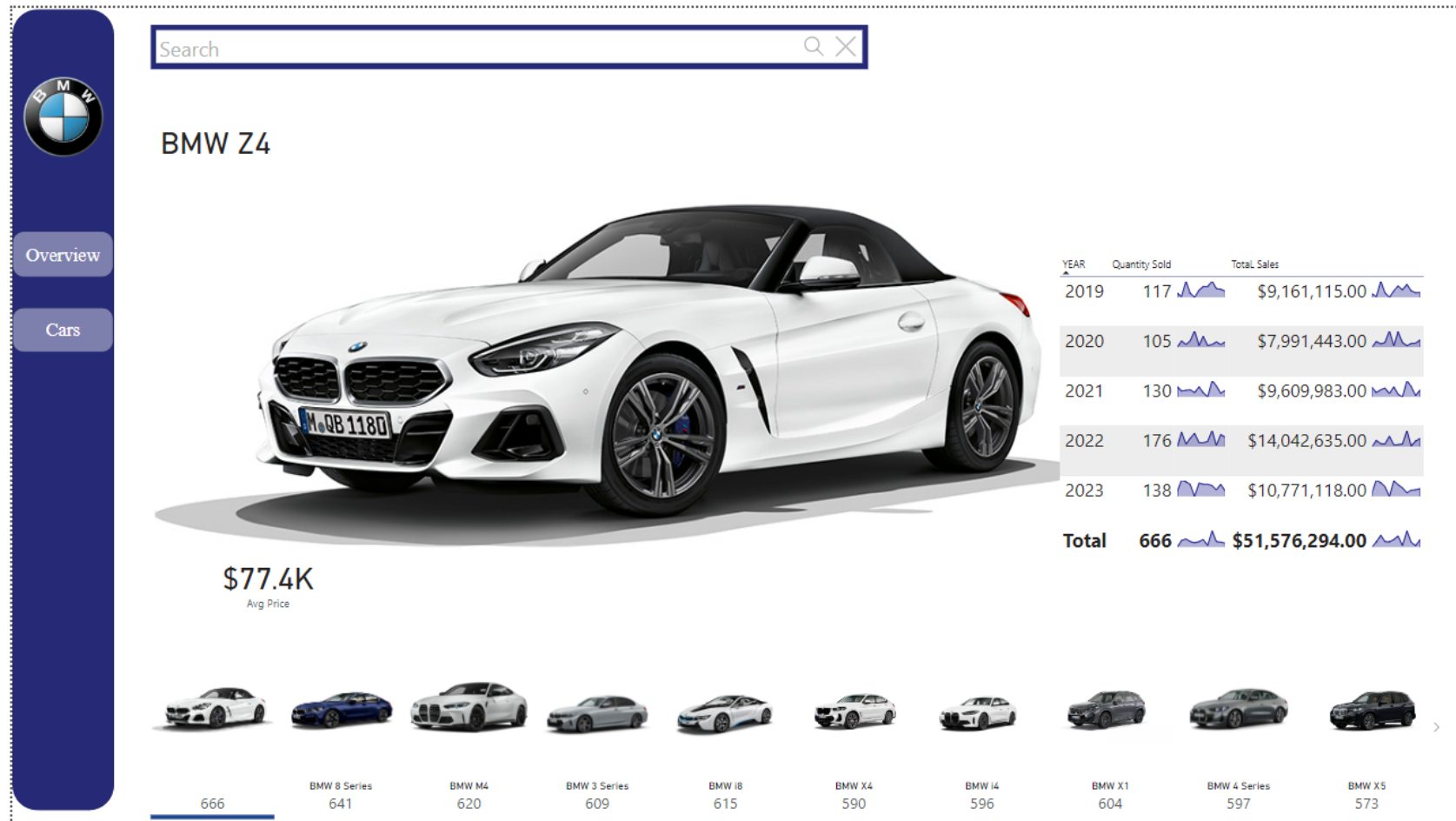
- How do online sales compare to wholesale and dealership sales?

Qty Sold by Channel



Online sales account for 22.02% of total sales, whereas Wholesale sales account for 44.86% and dealership sales account for 33.12% of total sales.

- Which products are the top performers in terms of revenue?







Overview

Cars

Search

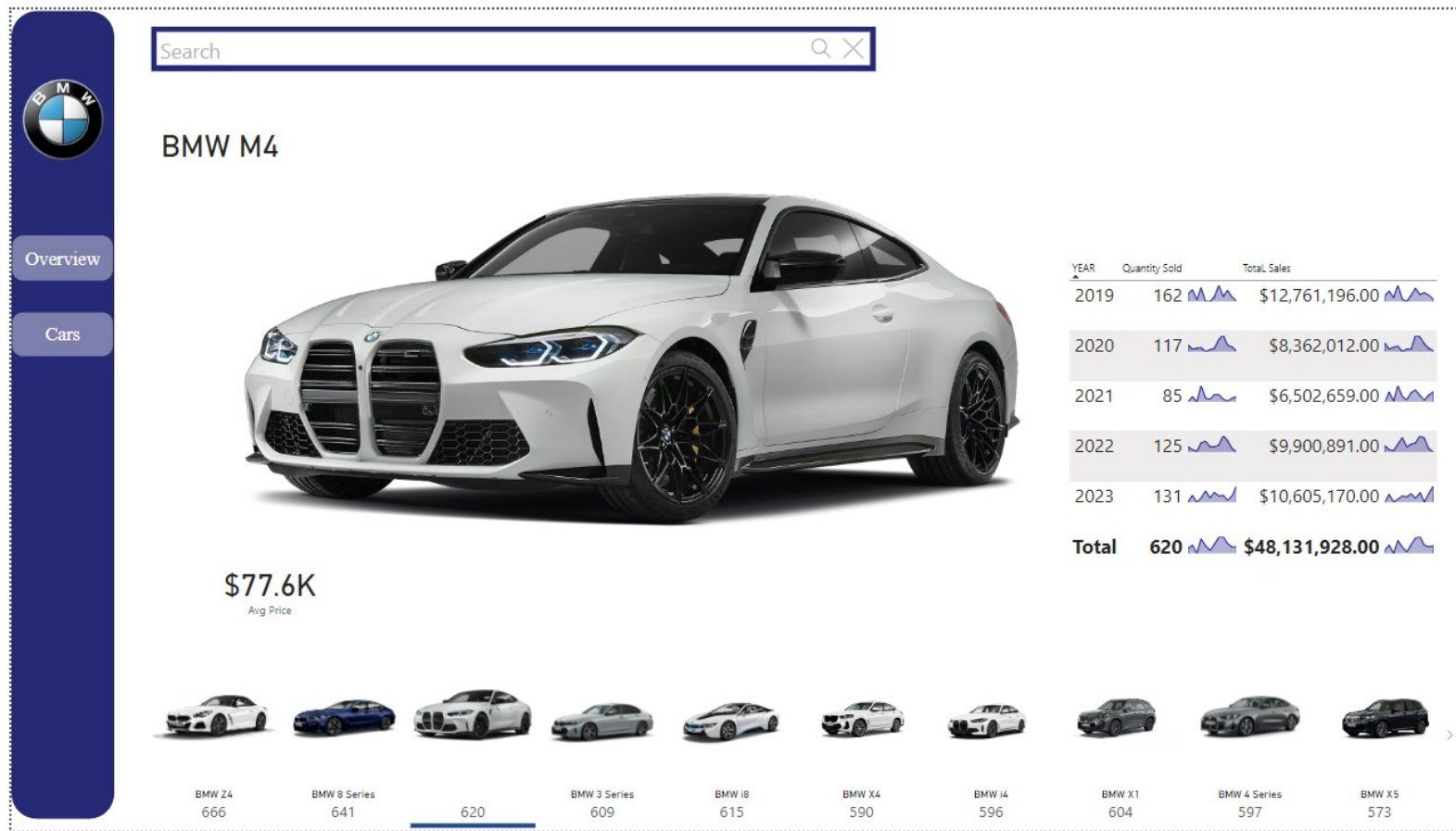
## BMW 8 Series



**\$75.6K**  
Avg Price

YEAR	Quantity Sold	Total Sales
2019	144	\$10,930,425.00
2020	129	\$9,718,672.00
2021	146	\$11,391,238.00
2022	114	\$8,233,362.00
2023	108	\$8,188,892.00
<b>Total</b>	<b>641</b>	<b>\$48,462,589.00</b>





The top-performing products are BMW Z4, BMW 8 Series, and BMW M4, generating the highest revenue as indicated in the product performance chart.

## **Business Actions**

### **1. Improve Underperforming Regions**

- **Action:** Regional Sales Directors should analyze the regions with lower revenue and identify factors contributing to underperformance. They need to develop tailored strategies, such as targeted promotions or local partnerships, to boost sales in these regions.

### **2. Boost Online Sales**

- **Action:** The Marketing Team should invest in digital marketing strategies, such as social media campaigns, search engine optimization (SEO), and email marketing, to drive more traffic to the online store. Additionally, ensuring a seamless online shopping experience is critical.

### **3. Monitor Sales Trends and Adjust Strategies**

- **Action:** Sales Managers should regularly review the 12-month sales trends and adjust sales strategies based on observed patterns, such as seasonality or market changes. If significant fluctuations are noted, proactive steps like adjusting inventory or promotional efforts should be taken.