**MINI PROJECT**

**PROJECT TITLE**

**“BMW CARS SALES DASHBOARD BY USING EXCEL”**

Name : K. Srinivas

Course : Data Analyst/ Business Analyst

Institute : ExcelR

Email I’d : [chantisrinu1947@gmail.com](mailto:chantisrinu1947@gmail.com)

Linkedin : <https://www.linkedin.com/in/srinivas-koppula-859660255>

Github : <https://github.com/ksrinu2003>

Date : 13-09-2025

**Introduction**

* **Objective of this project :**

The primary objective of this project is to analysis BMW Sales data using Microsoft Excel in order to uncover meaningful insights and trends. By preparing, Cleaning and visualizing the datasets, the project aims for :

1. To Track overall sales performance across different models, Sales, Region, Colors, Fuel types.
2. Identifying top-selling models and understand customer preferences.
3. Highlight sales trends that can help in decision-making for production, marketing and inventory.
4. Develop an Interactive dashboard that provides quick and clear insights for stakeholders.
5. Demonstrate the practical application of data analyst tools (Excel, Pivot tables, Charts, KPI Cards) in solving real-world business problems.

* **Importance of Sales Analysis in the Automobile industry :**

The Sales Analysis plays a crucial role in the Automobile Industry because it helps the companies to identify the

1. Market Demand Understanding.
2. Customer Preference insights.
3. Strategic Decision.
4. Trend Identifications.
5. Competitive Advantages.
6. Profitability Optimizations.
7. Quick Analysis.

* **Why BMW data was chosen by me :**

BMW is one of the world’s leading luxury automobile manufacturers, known for innovation, premium brand performs in different segments, performance, and strong brand values. “BMW has always been one of my dream automobile brands ,and analysis it’s sales data provided by me with both motivation and learning opportunities”.

**Data Description**

* **Data Source :**

The dataset is provided as an Excel file named as “BMW Sales datasets”. It contains structured sales records for BMW cars across multiple regions. The data is assumed to be educational (analysis purposes) since it covers global sales comprehensively.

* **Attributes in Dataset :**

The dataset contains 12 columns and 50001 rows and 3 Sheets :

1. Car Model
2. Year of Manufacturing
3. Region
4. Color of the car
5. Fuel-type
6. Transmission
7. Engine
8. Mileage
9. Price in USD
10. Sales
11. Revenue in USD

* **Time Period Covered :**

The dataset covers 2010 to 2024, Capturing sales over 15 years.

**Data Cleaning & Preparation**

1. Handling Missing Values
2. Removing Duplicates
3. Standardizing Data Formats
4. Data Transformation
5. Formatting
6. Outlier Detection
7. Final Prepared Dataset

**Dashboard Design**

* **Visual Elements :**

The Dashboard uses a combination of charts and pivot tables :

1. Line Chart : Years Sales volume (2010-2024).
2. Bar Chart : Colours by Sales.
3. 3D Clustered Column : Total Revenue by Region.
4. Column Chart : Fuel type & Sales volume by region.
5. Clustered Chart : Model Sales Volume

* **Slicers :**

The Interactive Slicers were added to allow users to filter data dynamically

1. Year
2. Region
3. Fuel type
4. Transmission
5. Colour
6. Model

**Analysis & Insights**

1. Overall Performance
2. Top Performing Model
3. Regional Analysis
4. Sales Trend by Year
5. Fuel Type Insights
6. Key Insights
7. Trend Analysis ( Monthly / Yearly )
8. Models by Sales

**Conclusion**

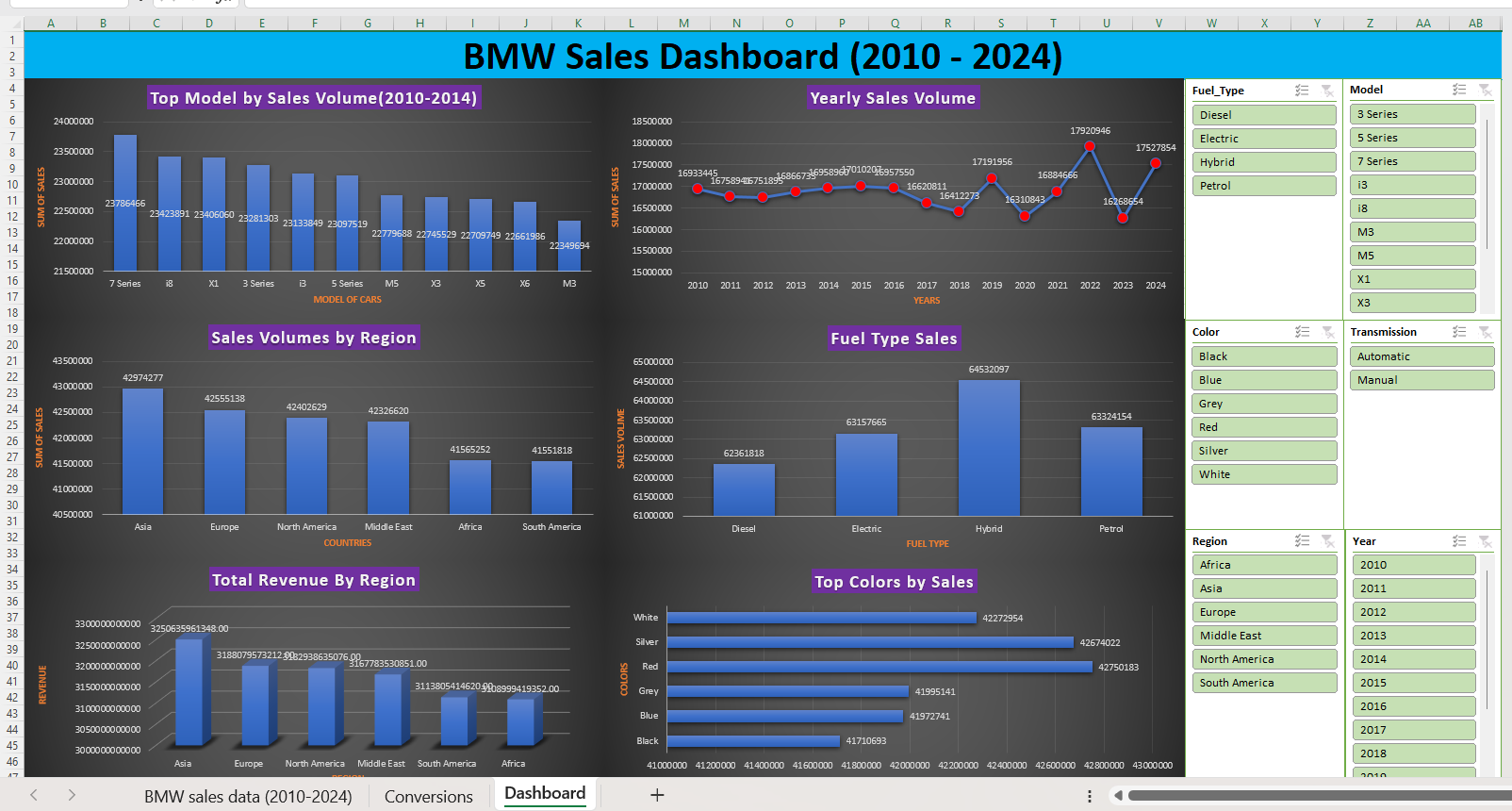
The Analysis of BMW sales data from 2010-2024 provides valuable insights into the company’s market performance, customer preference, and product success. The findings highlight that the BMW 7 Series stands out as the most successful model. The sales distribution across Petrol, Hybrid, Diesel and Electric models demonstrates BMW’s adaptability to changing consumer demands and global sustainability trends.

Through this project, the application of Excel-based data analytics tools such as Pivot tables, Slicers and Charts enabled clear Visualization of complex data and extraction of actionable insights. The interactive dashboard designed from this dataset offers a powerful decision-making tool for stakeholders.

**Future Scope & Limitations**

* Add predictive analysis by using Power Bi, Tableau, and Python.
* Automate data refresh
* Adding of an KPI’s Cards.

**Screenshot of Dashboard**

****