BMW sales data (2010-2024)

Executive Summary

We exported the sales data from our data base, and we conducted some analysis on it to gain insight into some of our sales operations and study ways of enhancing our services based on a certain scope.

Scope:

- Sales

Data Specs:

Here are the tables we used to conduct our analysis.

- Sales Table

Project Scope:

Sales

- Total sales
- Total Quantity
- AVG Mileage KM
- AVG Price USD
- Time Series Analysis for Sales
- The highest sales in each car model
- Sales Performance By region
- The highest sales in each color
- Sales and quantities of Fuel Type
- Top 5 sales quantity of Engine Size

Q1: Which car models have the highest sales in each category?

Row Labels	Sum of Total Sales
3 Series	102,812,081,932
5 Series	99,755,431,798
7 Series	103,265,935,599
i3	91,829,570,785
i8	112,561,703,958
M3	103,354,316,857
M5	99,572,347,758
X1	101,927,822,768
X3	98,278,929,783
X5	86,899,625,069
X6	106,114,815,586
Grand Total	1,106,372,581,893

Based on the Table above we counted **the sales of car models** occurred in the sales table
And we found **7 Series** was the most one used by Our Customers.

Recommendations:
- **We should review and improve sales process:** to ensure it is effective and impactful in increasing sales.
- **We should provide incentives and rewards:** provide for the sales team to achieve their goals and improve their performance

Q2: Which region has the highest car sales?

Row Labels	Sales of Region
Africa	183,785,633,702
Asia	180,576,266,870
Europe	183,442,136,355
Middle East	189,184,666,694
North America	194,472,171,590
South America	174,911,706,682
Grand Total	1,106,372,581,893

Based on the Table above we counted **the sales of regions** occurred at the sales table
And we found **Asia** the most one used by Our Customers.

Recommendations:
- **Improve Customer Experience:** Focus on providing excellent customer service and a smooth, convenient shopping experience, Offer loyalty programs and rewards to existing customers.
- **Develop an Effective Marketing Strategy**: marketing strategy that considers customer needs and market competition, use social media and targeted advertising to increase brand awareness and attract new customers.
- **Develop Sales Team:** provide necessary training and resources, provide training courses and necessary tools and equipment to increase sales.

Q3: Which color has the highest car sales Quantity?

Row Labels ↓↑	Sum of Quantity
Red	42,570,670
Silver	42,471,899
White	42,035,360
Grey	41,759,630
Blue	41,670,828
Black	41,519,956
Grand Total	**252,028,343**

Based on the Table above we counted **the sales Quantity by color** occurred at the sales table
And we found **Red, Silver** the highest one used by Our Customers.

Recommendations:
- **Offer promotional deals and discounts**: on different car colors, provide gifts or rewards to customers who purchase cars with other colors.
- **Collaborating with Car Designers**: to create new and innovative colors, offer unique and distinctive color designs to attract customers.

Q4: What is the number of purchases for each type of fuel?

Row Labels ↓↑	Sum of Price_USD	Sum of Total Sales
Hybrid	865,245,117	4379526144967.00
Petrol	852,129,991	4303973393406.00
Electric	846,954,864	4286018430050.00
Diesel	829,908,075	4220958047331.00
Grand Total	**3,394,238,047**	**17190476015754.00**

Based on the Table above we counted **the sales of Fuel Type** occurred at the sales table
And we found **Hybrid** the must one used by Our Customers.

Recommendations:
- **Expand your distribution channels**: to increase sales and attract new customers, you can add new sales channels.

Q5: What are the 5 most purchased engine sizes?

Row Labels	Sum of Quantity
1.9	7,640,335
4.5	7,600,496
3.8	7,534,960
2.5	7,528,922
4.2	7,468,905
Grand Total	37,773,618

Based on the Table above we counted **Top 5 sales Quantity of Engine Size** occurred at the sales table And we found **1.9 ,4.5** the highest one used by Our Customers.

Recommendations:
- **Offering Promotional Deals**: on different engine sizes, provide gifts or rewards to customers who purchase cars with specific engine sizes.
- **Collaborating with Automotive Experts:** to provide tips and recommendations on different engine sizes, provide information on how to choose the right engine size for customers' needs.