

BMW GLOBAL SALES PERFORMANCE DASHBOARD (2010–2024)

Executive Summary

The BMW Global Sales Performance Dashboard is an interactive Excel-based analytical solution designed to monitor and evaluate BMW's global sales performance over a 15-year period (2010–2024). The dashboard provides a comprehensive overview of revenue trends, sales volume, model performance, regional distribution, fuel segmentation, and transmission preferences to support strategic business decision-making.

The dashboard enables dynamic year selection through slicers, allowing users to analyze annual performance trends efficiently. Key Performance Indicators (KPIs) such as Total Revenue (\$1272.4B), Total Units Sold (16.9M), Average Price (\$75.4K), Total Models Sold (3372), and Year-over-Year (YoY) Growth (▲3.7%) are prominently displayed to provide an instant executive snapshot of overall performance.

Key Insights Generated

- **Revenue Performance Trend:** Revenue shows steady long-term growth with noticeable fluctuations in certain years, indicating market sensitivity and strategic business adjustments.
- **Year-over-Year Growth Analysis:** A positive YoY growth rate of 3.7% reflects consistent performance improvement compared to the previous year, supporting long-term expansion strategies.
- **Model-wise Sales Performance:** The 5 Series, 3 Series, and X-series models contribute significantly to total sales volume, indicating strong demand in premium sedan and SUV segments.
- **Regional Sales Distribution:** Europe and the Middle East lead overall sales volume, followed closely by Africa and North America, highlighting strong global market penetration.
- **Fuel-type Segmentation:** Hybrid and Petrol variants dominate total sales, while Electric vehicles show growing contribution, indicating gradual transition toward sustainable mobility.
- **Transmission Preferences:** Manual transmission slightly exceeds Automatic in total units sold, showing balanced consumer preference across global markets.
- **Color-based Sales Insights:** Black and White remain the most preferred vehicle colors globally, demonstrating consistent consumer styling trends.

Tools & Techniques Used

- Pivot Tables & Pivot Charts
- GETPIVOTDATA for dynamic KPI calculation
- Conditional Formatting for growth indicators
- Interactive Year Slicer
- KPI Cards with custom formatting

- Percentage Growth & YoY Calculations
- Bar Charts, Line Charts, and Pie Charts

Project Impact

- Tracking long-term revenue performance
- Monitoring annual growth trends
- Identifying high-performing vehicle models
- Evaluating regional market strength
- Analyzing product segmentation trends
- Supporting data-driven strategic decisions

Overall, this project demonstrates strong proficiency in Excel analytics, KPI development, interactive dashboard design, and business performance reporting, making it suitable for portfolio presentation in data analyst and business intelligence roles.