BMW GLOBAL SALES PERFORMANCE DASHBOARD (2010–2024)

Problem Statement

The global automotive industry operates in a highly competitive and dynamic market where understanding sales performance, revenue growth, and customer preferences is critical for strategic planning. BMW generates large volumes of sales data across multiple regions, vehicle models, fuel types, and transmission categories each year. However, raw sales data alone does not provide clear insights into performance trends, market demand, or business growth patterns.

Organizations often face challenges in identifying high-performing models, monitoring revenue fluctuations, evaluating regional contributions, and tracking Year-over-Year growth effectively. Without a structured analytical system, decision-makers may struggle to interpret long-term performance trends and allocate resources strategically.

The objective of this project is to design an interactive Excel dashboard that analyzes BMW global sales data from 2010 to 2024 to monitor key performance indicators such as total revenue, total units sold, average vehicle price, model-wise sales performance, regional distribution, and Year-over-Year (YoY) growth.

By transforming raw sales data into meaningful visual insights, the dashboard aims to:

Identify annual revenue growth and decline trends.

Analyze model-wise sales performance and demand patterns.

Understand regional market contributions.

Evaluate fuel-type and transmission preferences.

Support management in making data-driven strategic decisions.

This project demonstrates how data visualization and Excel-based analytical techniques can enhance business performance monitoring, improve transparency, and support strategic decision-making in the automotive industry.