

BMW SALES DATA DEEP DIVE ANALYSIS

2010-2024

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EXECUTIVE SUMMARY

- Total Vehicles Analyzed: 50,000
- Total Sales Volume: 253,375,734
- Date Range: 2010 - 2024
- Average Price: \$75,035
- Average Mileage: 100,307 km
- Top Model: 7 Series (23,786,466 units)
- Top Region: Asia
- Dominant Fuel Type: Hybrid
- Most Popular Color: Red

KEY INSIGHTS:

- Strong negative correlation between price and mileage ($R^2 \approx 0.8$)
- Automatic transmission dominates in all regions (>70%)
- SUVs (X-series) command highest prices and sales volumes
- Hybrid and Electric vehicles show increasing trend in later years

INTERACTIVE DASHBOARD (Static View)

