

# BMW Global Sales Performance & Strategy

Transforming Raw Data into a \$2 Billion Growth Story  
Power BI · Ezel  
2020-2024



## Strategic Deep Dive & The Big Idea

Insights to Actionable Strategy

Are we hitting our targets?  
(Executive KPIs)

Which models and regions fuel our success?  
(Product & Market Mix)  
(Growth Trajectory)

Which models and regions fuel our success?  
(Product & Market Mix)

Where is momentum coming from?  
(Growth Trajectory)



## Technology Stack

Tools Powering Data Transformation



.dbt



X5 is Volume King (High volume/units)

Product X5 classification for mass-market segments

PYTHON: Data Extraction & Scripting

POSTGRES: Data Warehousing & Transformation & Growth Modeling

POWER BI Interactive Dashboard Design

\*Premium Flagship\* (St10K+ avg price)

Product X5 analysis to defend high margin territory

## Key Takeaways

Insights to Actionable Strategy

North America leads...  
(Sales/Units)

Strategic capacity & in end of the year month to gross margin

Europe and Asia are the emerging markets African Sub-Saharan Africa

100% Goal

Exceeded in All Regions

## Impact & Integrity

Data-Driven Narrative & OA Commitment



### Quality Assurance

100% Data Integrity

\*100% Data Integrity - All data has been successfully addressed and assessed



Link to Dashboard

Full Documentation Link



# BMW Sales Dashboard – Executive Summary

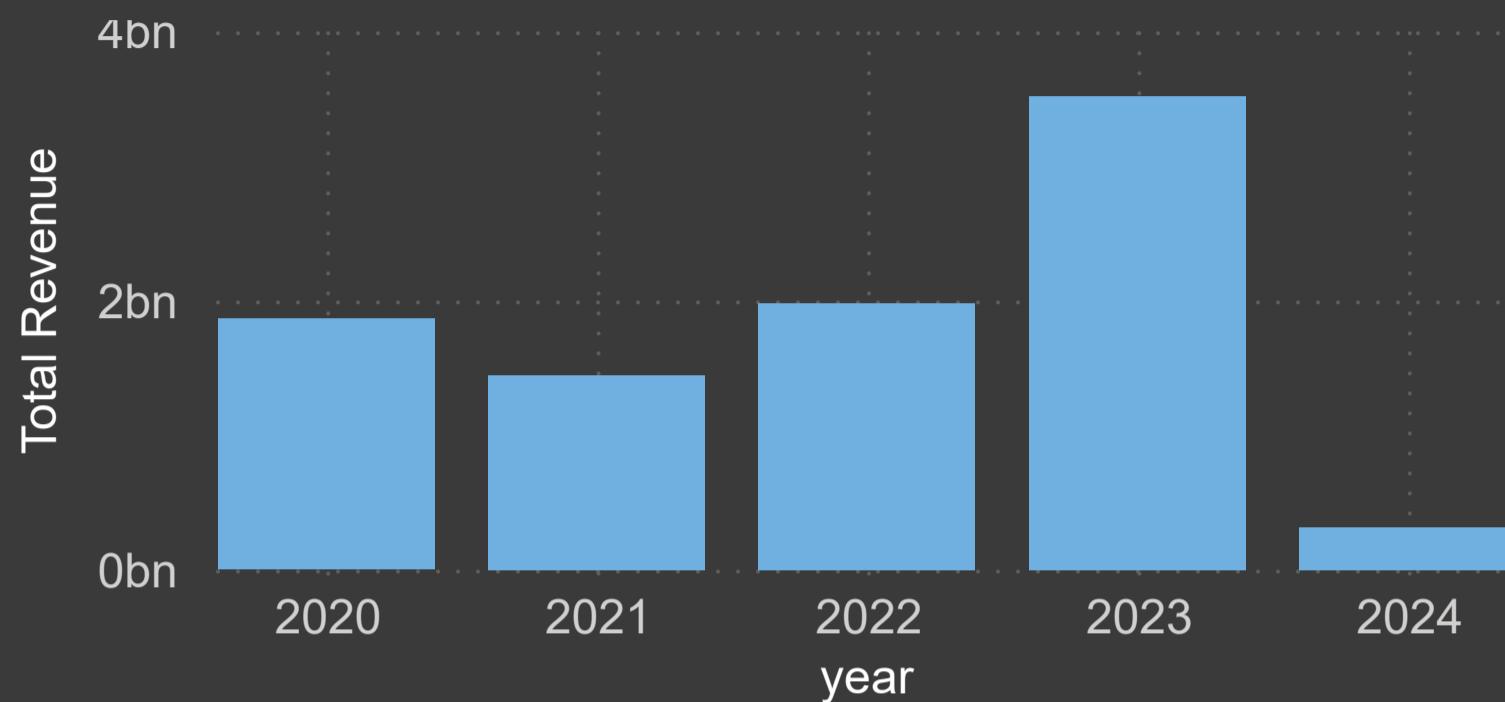
**9.12bn**  
Sum of total\_revenue

**106K**  
Sum of total\_units

**80.97K**  
Average of avg\_price

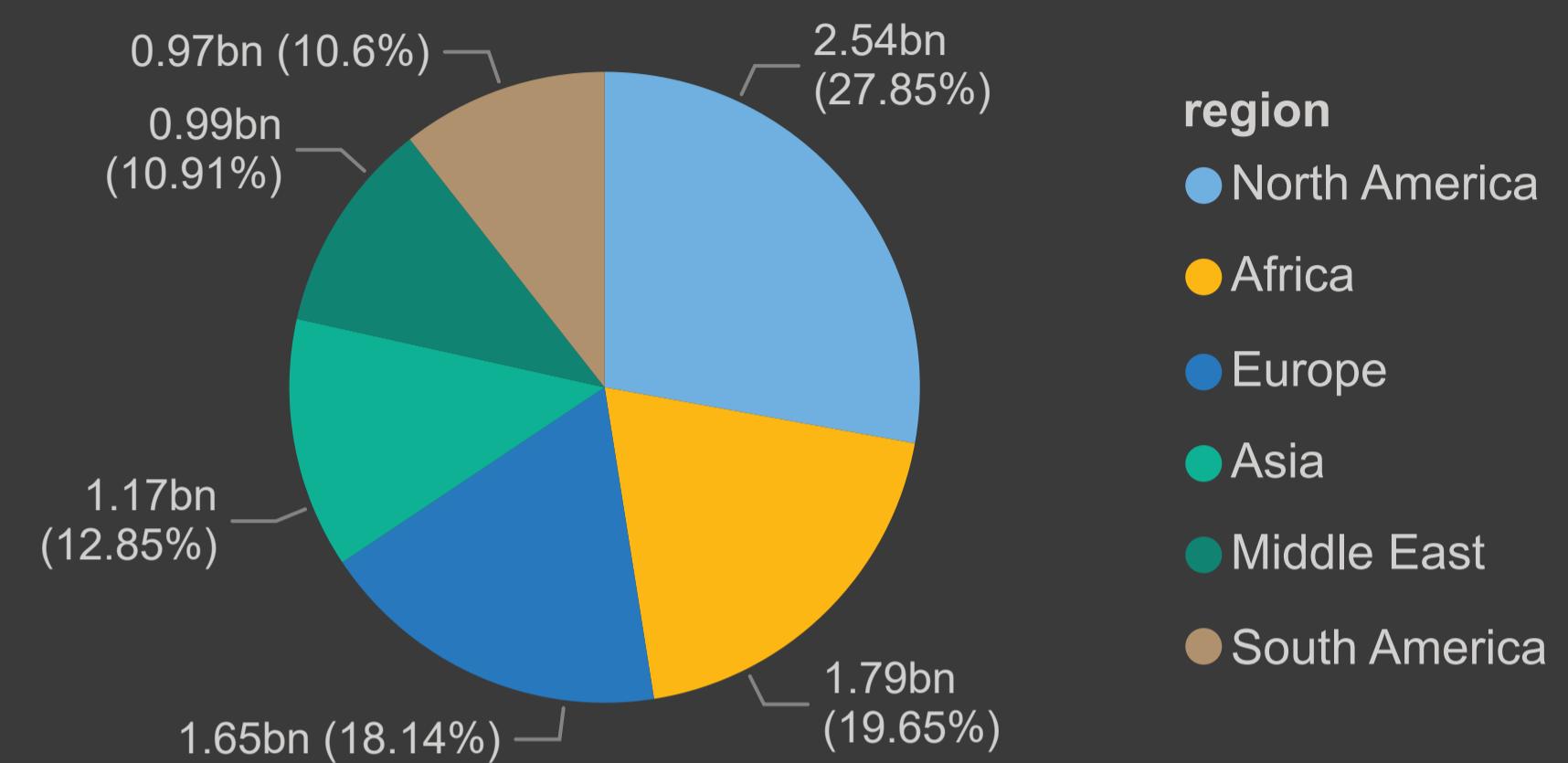


## Total Revenue by Year



*"Revenue peaked in 2023 at 3.52bn, then dropped sharply in 2024. This could indicate market saturation or incomplete data for 2024."*

## Global Market Share by Region (%)



*"North America and Europe together contribute nearly half of total revenue, while Middle East shows strong performance despite lower unit sales."*

## Revenue Contribution by Model



*The X3 and 5 Series lead in revenue, together accounting for over 35% of total. Premium models like i8 contribute high value despite lower volume.*

# Model Performance (All Years)



model

3 Series

5 Series

7 Series

i3

i8

M3

M5

X3

X5

region

Africa

Asia

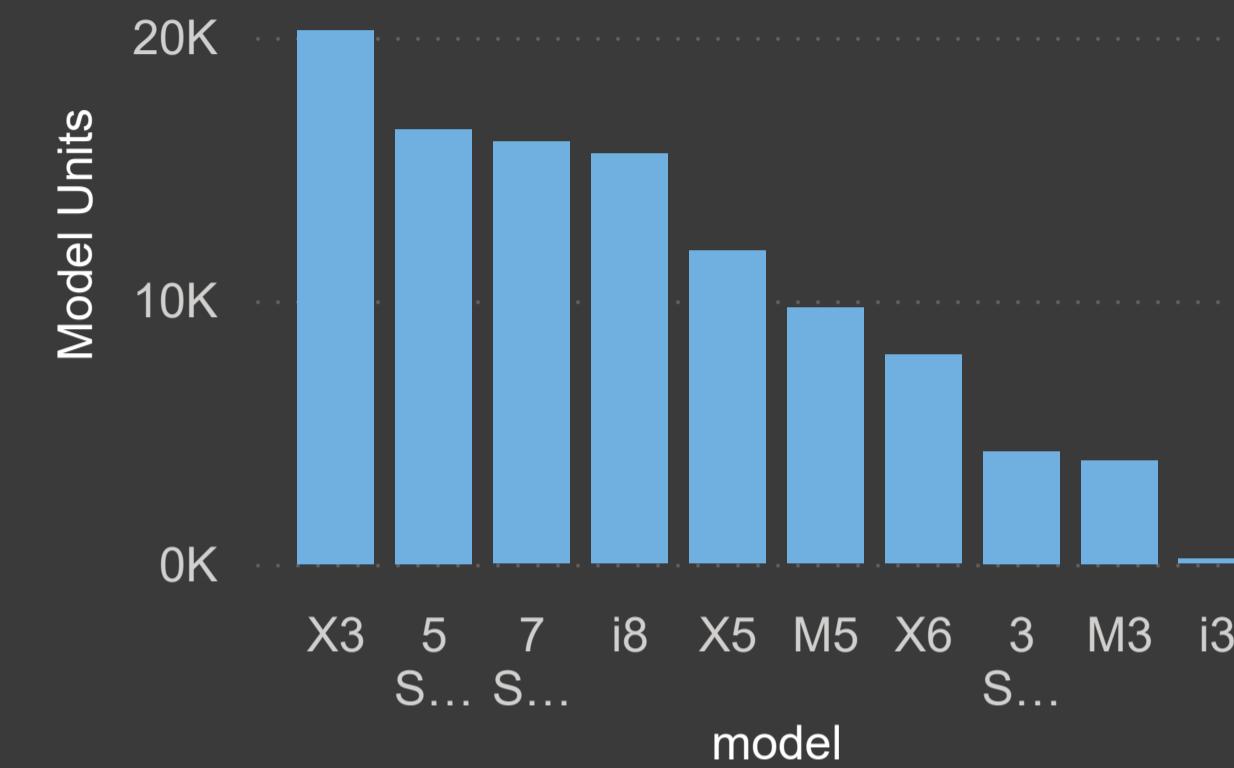
Europe

Middle East

North America

South America

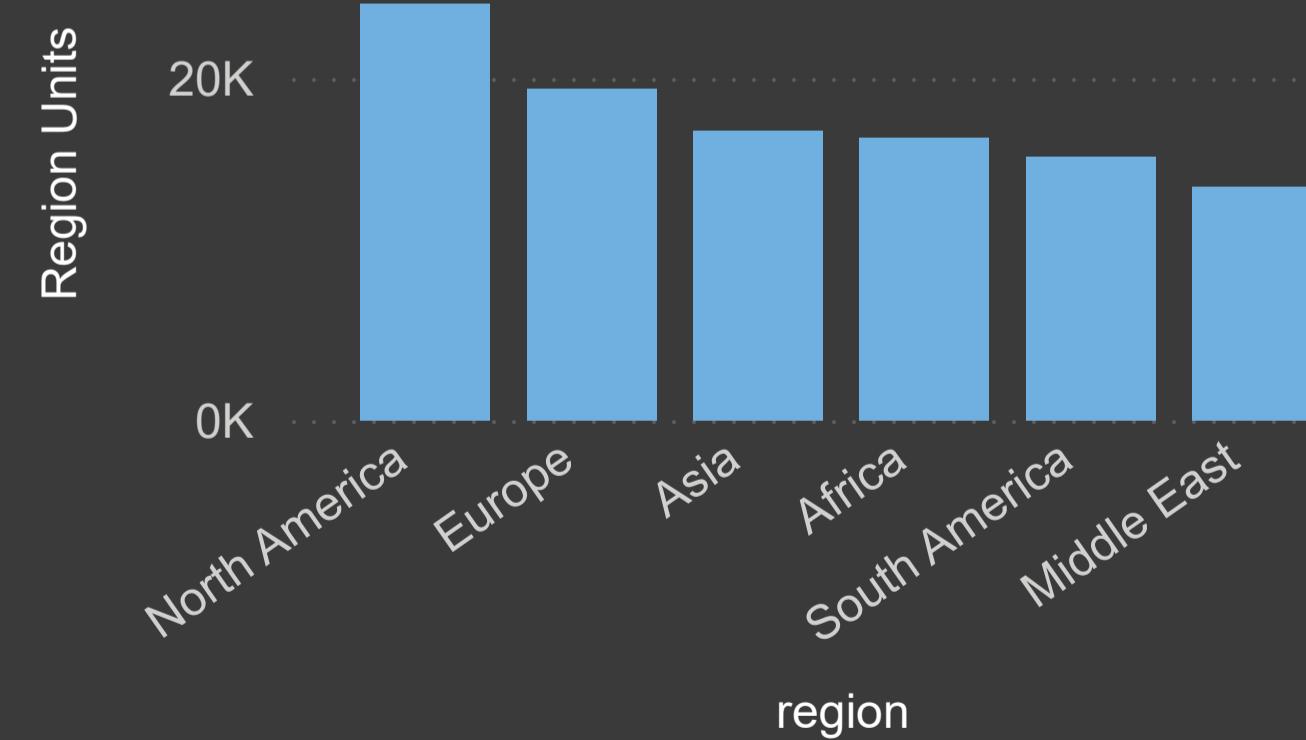
## Total Units Sold by Model



## Model Details

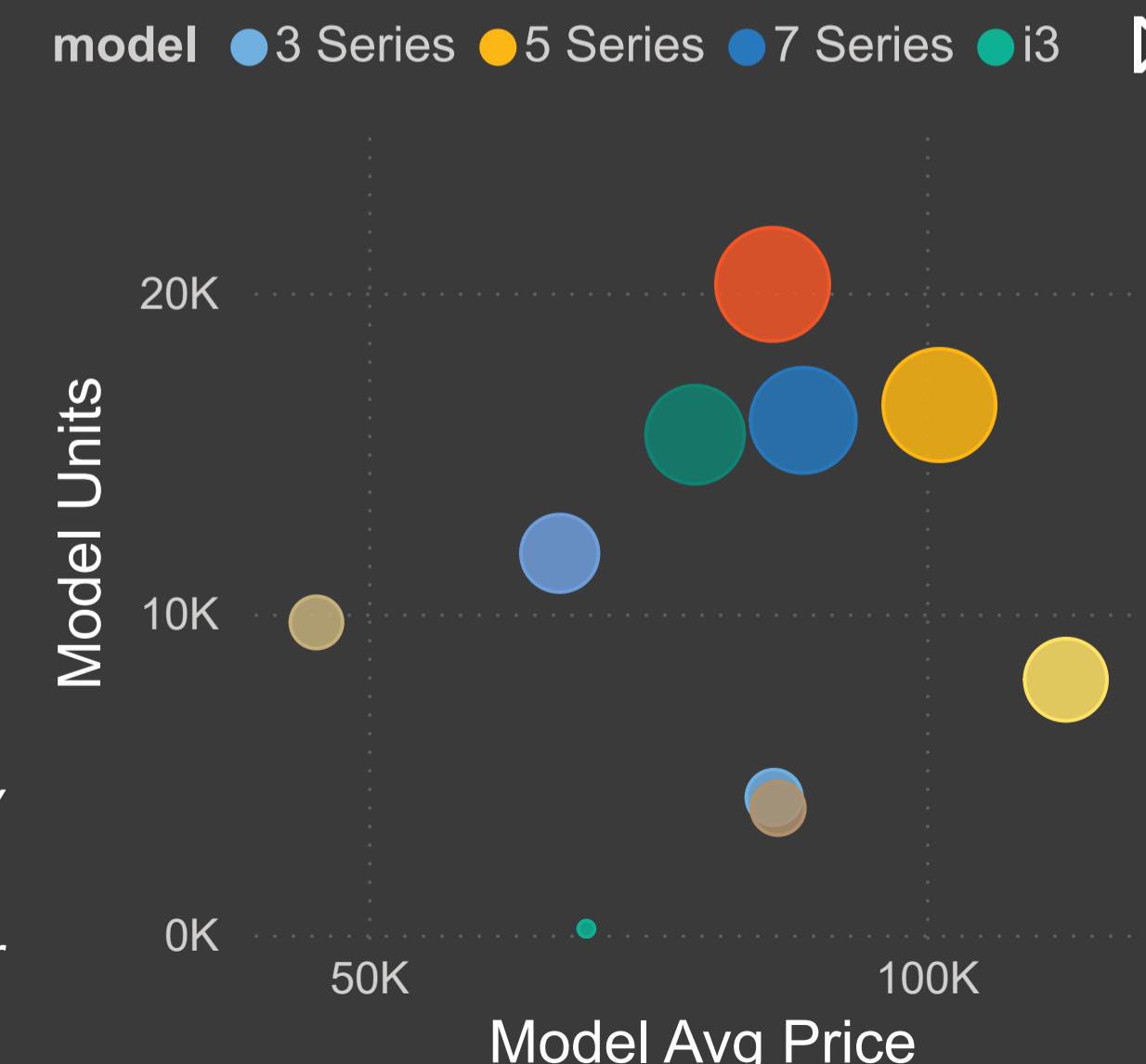
model	Model Revenue	Model Units	Model Avg Price	Model Market Share %
3 Series	368,590,932.00	4266	86,402.00	0.04
5 Series	1,762,583,998.00	16490	101,215.25	0.19
7 Series	1,529,782,088.00	16014	89,011.33	0.17
i3	12,036,994.00	173	69,578.00	0.00
i8	1,314,730,488.00	15565	79,319.33	0.14
M3	340,832,892.00	3929	86,748.00	0.04
M5	318,343,944.00	9718	45,388.00	0.03
X3	1,794,617,261.00	20249	86,269.00	0.20
X5	784,300,779.00	11871	67,186.50	0.09
X6	892,795,686.00	7933	112,542.00	0.10
<b>Total</b>	<b>9,118,615,062.00</b>	<b>106208</b>	<b>82,365.94</b>	<b>1.00</b>

## Regional Unit Distribution



North America and Europe account for the majority of unit sales, with Asia close behind. Middle East and Africa show lower volume but may have higher average prices.

## Price-Volume Trade-Off



The X3 leads in revenue and units, while the i8 has the highest average price. Market share is concentrated in the top three models

Higher-priced models (i8, 7 Series) sell fewer units but generate significant revenue. The X3 and 5 Series strike a balance between price and volume