

# Automotive

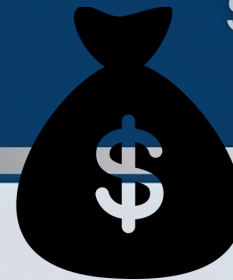
## INSIGHTS

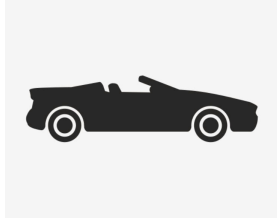
- **Market share analysis:** BMW is a key global premium brand.
- **Tech innovation leadership:** Focus on electric and autonomous vehicles.
- **Product portfolio:** Diverse luxury and performance models (i Series, M).
- **Future growth strategy:** Expanding digital services and mobility solutions.



**THE ULTIMATE DRIVING MACHINE**

Sheer Driving Pleasure.





# Over View

Model

BMW 2 Series	BMW 3 Series	BMW 5 Series	BMW 6 Series	BMW 7 Series	BMW 8 Series	BMW i3
--------------	--------------	--------------	--------------	--------------	--------------	--------

**23K**

Total Units Sold

**581 M**

Total Actual Sales

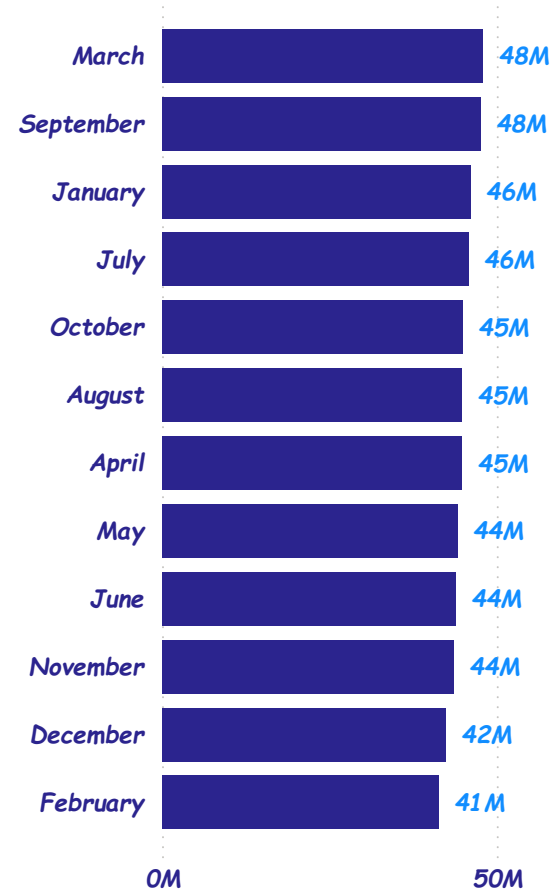
**96.17M**

Total Net Profit

**8K**

Total Transactions

## Total Actual sales by Month

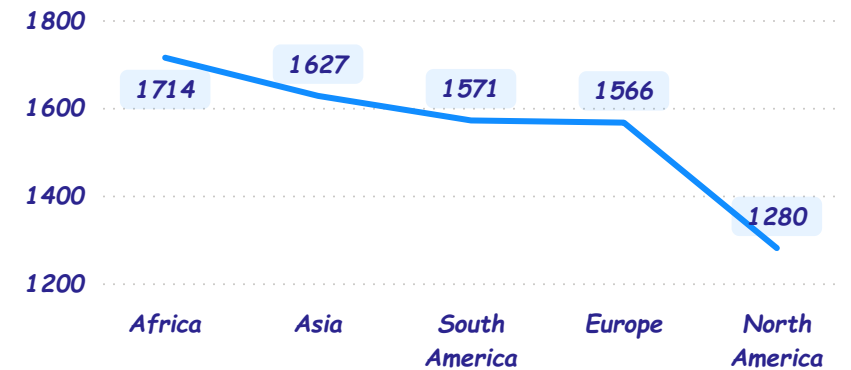


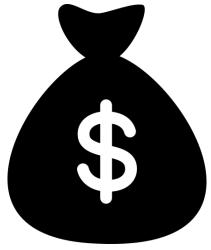
## Model



BMW 2 Series

## Total Customer by Region





# Finance

Year

2019

2020

2021

2022

2023

**581 M**

Total Actual Sales

**96.17M**

Total Net Profit

**16.57%**

Profit Margin %

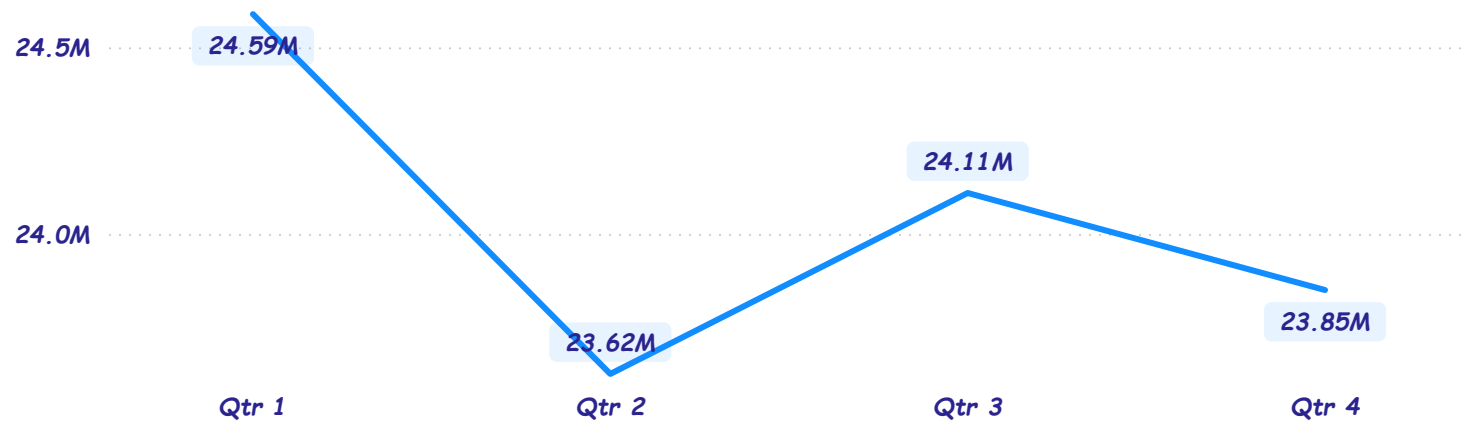
**450.31 M**

Total COGS

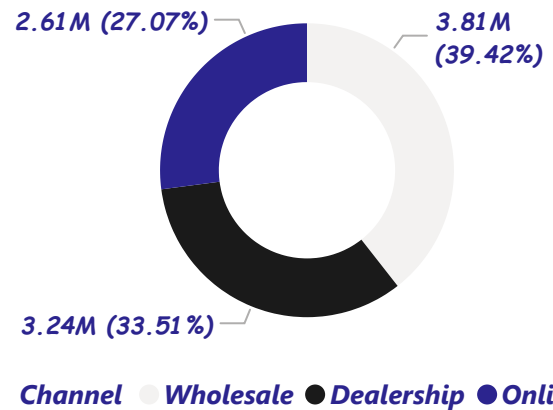
**74.83K**

AVG Sale Price

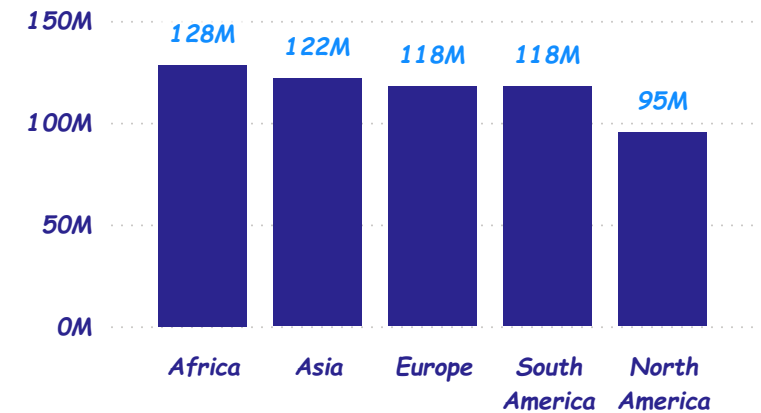
Total Net Profit by Quarter



Total Shipping Cost by Channel



Total Actual Sales by Region



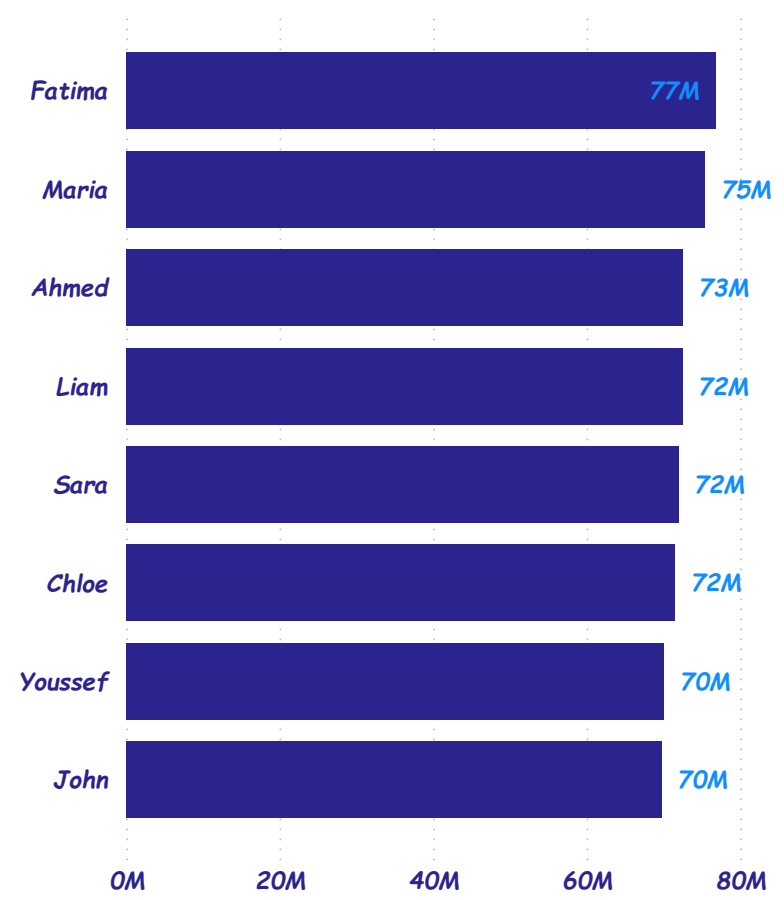


# Sales

Region

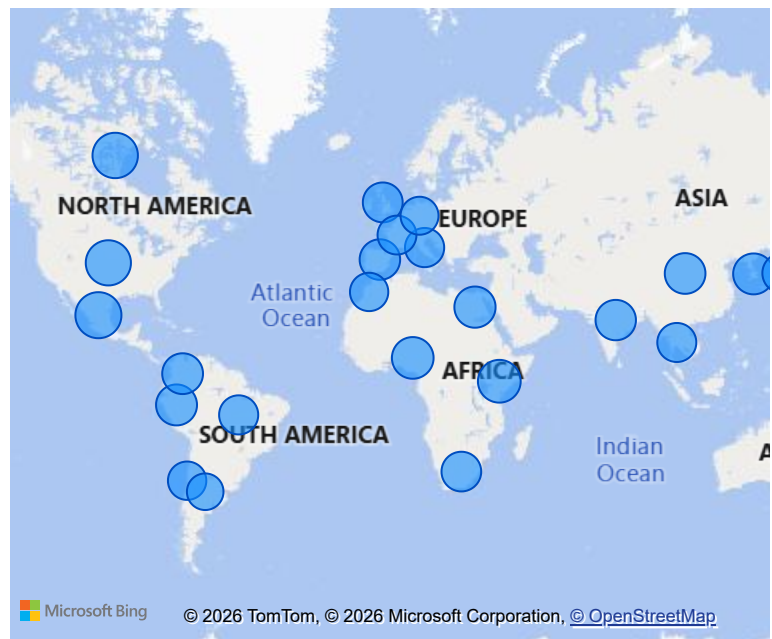
Africa	Asia	Europe	North America	South America
--------	------	--------	---------------	---------------

### Total Actual Sales by Sales Representative

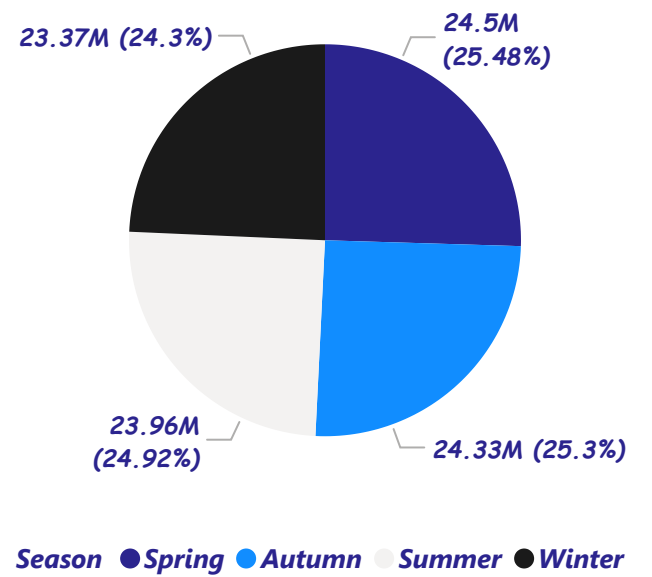


<b>8K</b> Total Customer	<b>120K</b> Max Sale Value	<b>74.83K</b> AVG Sale Price	<b>581 M</b> Total Actual Sales
-----------------------------	-------------------------------	---------------------------------	------------------------------------

### Total Units Sold by Country



### Total Net Profit by Season



Season ● Spring ● Autumn ● Summer ● Winter

Year	Quarter	Month	Sum of Discount (%)	Sum of Net Profit	Sum of Actual Sales	Profit Margin %	Total Actual Sales	Total Units Sold	Max Sale Value	Sum of Shipping Cost
2019	Qtr 1	January	953.50	1,619,216.06	9,135,558.28	16.38%	9884070	385	119613	164407.97
2019	Qtr 1	February	980.62	1,635,537.09	9,087,112.13	16.60%	9853210	411	119655	162658.51
2019	Qtr 1	March	1004.33	1,688,865.93	9,395,797.59	16.64%	10148346	423	119721	159235.31
2019	Qtr 2	April	865.51	1,495,002.61	8,359,332.13	16.61%	9001987	355	119458	148901.38
2019	Qtr 2	May	981.37	1,593,431.46	9,050,621.05	16.31%	9768551	413	119686	162178.57
2019	Qtr 2	June	965.89	1,589,297.06	8,638,328.67	16.98%	9361693	392	119854	149113.70
2019	Qtr 3	July	967.76	1,674,556.26	9,056,584.83	17.13%	9775781	382	119620	169057.02
2019	Qtr 3	August	1070.65	1,565,385.72	9,152,633.74	15.70%	9971202	414	119924	166167.29
2019	Qtr 3	September	1105.43	1,682,142.49	9,751,201.97	15.91%	10575462	406	119352	170491.75
2019	Qtr 4	October	1000.38	1,791,970.49	9,753,202.40	17.07%	10495517	417	119809	175557.22
2019	Qtr 4	November	1047.14	1,760,067.03	9,589,884.24	16.93%	10395673	396	119761	164541.14
2019	Qtr 4	December	782.82	1,358,312.02	7,574,171.06	16.67%	8146238	337	115845	131449.17
2020	Qtr 1	January	1072.58	1,783,667.63	10,431,715.17	15.85%	11255573	440	119546	185283.54
2020	Qtr 1	February	876.28	1,637,545.57	8,980,814.92	17.01%	9626704	396	119930	163828.33
2020	Qtr 1	March	1100.62	1,862,363.01	10,146,277.46	16.99%	10963715	426	119439	182255.61
2020	Qtr 2	April	885.47	1,390,095.56	7,900,876.05	16.26%	8549755	344	119749	140403.82
2020	Qtr 2	May	946.99	1,502,072.00	8,625,405.01	16.07%	9347484	377	119975	153397.25
2020	Qtr 2	June	837.12	1,398,024.34	7,797,612.21	16.65%	8394373	355	119446	135949.07
2020	Qtr 3	July	1071.04	1,663,636.48	9,245,510.04	16.55%	10051755	390	119841	172857.33
2020	Qtr 3	August	817.60	1,451,449.66	8,258,203.15	16.32%	8896003	356	119767	141537.79
2020	Qtr 3	September	969.56	1,608,691.96	8,998,355.36	16.54%	9726072	405	119529	161654.13
2020	Qtr 4	October	994.91	1,649,357.87	9,149,881.26	16.67%	9895777	373	119037	172481.99
2020	Qtr 4	November	1020.16	1,771,208.94	9,820,056.53	16.74%	10578413	401	119515	178173.94
2020	Qtr 4	December	1100.05	1,627,197.93	9,343,712.99	16.04%	10147035	423	119179	178028.97
2021	Qtr 1	January	900.94	1,801,026.57	9,682,391.54	17.39%	10353774	395	119317	172713.55
2021	Qtr 1	February	813.33	1,332,828.48	7,181,273.95	17.17%	7761666	301	118870	132096.08
2021	Qtr 1	March	981.77	1,688,463.22	9,488,575.27	16.45%	10263564	375	119736	160892.73
2021	Qtr 2	April	1018.80	1,720,478.66	9,288,234.13	17.17%	10021106	391	118907	170492.99
2021	Qtr 2	May	938.69	1,544,429.49	8,542,655.55	16.76%	9214145	379	119856	153004.41
2021	Qtr 2	June	931.11	1,360,073.83	7,859,059.02	15.98%	8510052	343	117825	154154.77
<b>Total</b>			<b>58348.84</b>	<b>96,173,014.24</b>	<b>536,828,880.71</b>	<b>16.57%</b>	<b>580526580</b>	<b>23279</b>	<b>119975</b>	<b>9656056.98</b>