

BMW sales from 2010 to 2024

1. Which model is the unicorn of the brand?

```
SELECT
  Model,
  SUM(Sales_Volume) AS sold_number,
  SUM(Price_USD) AS total_revenue,
  AVG(Price_USD) AS average_revenue
FROM bmwsales
GROUP BY Model
ORDER BY total_revenue DESC
```

	Model	sold_number	total_revenue	average_revenue
1	7 Series	23786466	352610538	75570
2	3 Series	23281303	347226845	75566
3	i8	23423891	347137044	75366
4	5 Series	23097519	345721780	75287
5	i3	23133849	345427638	74800
6	X1	23406060	343948341	75262
7	X3	22745529	337349726	75016
8	X5	22709749	335215320	74708
9	M5	22779688	333498741	74474
10	X6	22661986	333318141	74434
11	M3	22349694	330275931	74841

The *7 Series* leads the list in both total revenue and total sales. Over 14 years, the *7 Series* has been the model that has helped BMW earn the most money.

```
]SELECT
  Model,
  Color,
  SUM(Price_USD) AS total_revenue,
] SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Model = '7 Series'
GROUP BY Model, Color
ORDER BY total_revenue DESC
```

	Model	Color	total_revenue	total_sales
1	7 Series	Red	60891399	4009518
2	7 Series	Grey	59808300	4036445
3	7 Series	White	59304194	3884182
4	7 Series	Black	59031447	4122055
5	7 Series	Silver	58864845	4107090
6	7 Series	Blue	54710353	3627176

Order by revenue

```
SELECT
  Model,
  Color,
  SUM(Price_USD) AS total_revenue,
  SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Model = '7 Series'
GROUP BY Model, Color
ORDER BY total_sales DESC
```

	Model	Color	total_revenue	total_sales
1	7 Series	Black	59031447	4122055
2	7 Series	Silver	58864845	4107090
3	7 Series	Grey	59808300	4036445
4	7 Series	Red	60891399	4009518
5	7 Series	White	59304194	3884182
6	7 Series	Blue	54710353	3627176

Order by sales

The *7 Series* has red as the color with the highest revenue, while black has the highest number of sales. The results show that the *BMW 7 Series Blue* is the least popular model in the *7 Series* line.

Not the best in 2024

```
SELECT
    Model,
    SUM(Sales_Volume) AS sold_number,
    SUM(Price_USD) AS total_revenue,
    AVG(Price_USD) AS average_revenue
FROM bmwsales
WHERE year = 2024
GROUP BY Model
ORDER BY total_revenue DESC
```

	Model	sold_number	total_revenue	average_revenue
1	X6	1836396	26247081	76078
2	5 Series	1711580	24773136	75527
3	7 Series	1686209	24709447	75333
4	X3	1664449	24694167	76452
5	i3	1621427	24140197	73823
6	i8	1588625	23546318	76449
7	M5	1632996	22948682	72393
8	3 Series	1511560	22827780	76603
9	X1	1493734	22641892	75472
10	X5	1458678	20757573	73870
11	M3	1322200	19827325	72894

Still in top 3 -> focus on 7 Series

2. Regional analysis

```
SELECT
    Region,
    SUM(Price_USD) AS total_revenue
FROM bmwsales
GROUP BY Region
ORDER BY total_revenue DESC
```

	Region	total_revenue
1	Asia	638741336
2	North America	625708906
3	Middle East	625687400
4	Europe	624952966
5	South America	618607164
6	Africa	618032273

a. Asia

```

SELECT
    Region,
    Model,
    SUM(Price_USD) AS total_revenue,
    SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'Asia'
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	Asia	X1	60911837	4192289
2	Asia	7 Series	59730736	4004066
3	Asia	M3	59649509	3935579
4	Asia	i8	58944654	3975942
5	Asia	5 Series	58487024	3935629
6	Asia	3 Series	58435972	3962239
7	Asia	M5	57404840	3928390
8	Asia	X6	56818234	3756074
9	Asia	X3	56785933	3796115
10	Asia	i3	55944254	3739218
11	Asia	X5	55628343	3748736

X1 is the best model throughout 14 years

```

SELECT
    Region,
    Model,
    SUM(Price_USD) AS total_revenue,
    SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'Asia' AND year = 2024
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	Asia	7 Series	5924028	414912
2	Asia	X6	4498706	311214
3	Asia	3 Series	4401676	276993
4	Asia	5 Series	4283021	324335
5	Asia	M3	4274666	266709
6	Asia	X5	4185592	238776
7	Asia	X1	3968955	247775
8	Asia	i3	3916029	262474
9	Asia	X3	3669286	262608
10	Asia	M5	3585876	275588
11	Asia	i8	2960623	199525

7 Series leads in 2024

b. NA

```

SELECT
    Region,
    Model,
    SUM(Price_USD) AS total_revenue,
    SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'North America'
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	North America	7 Series	60762965	4087259
2	North America	i3	58896710	3872237
3	North America	X3	58272309	4056192
4	North America	3 Series	57360165	3879277
5	North America	M3	56423865	3792785
6	North America	X1	56407433	3987029
7	North America	5 Series	56267793	3691777
8	North America	X5	55905341	3744219
9	North America	i8	55808252	3987274
10	North America	M5	55015670	3602546
11	North America	X6	54588403	3702034

7 Series is the best in 14 years

```

SELECT
    Region,
    Model,
    SUM(Price_USD) AS total_revenue,
    SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'North America' AND year = 2024
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	North America	i8	5136829	384360
2	North America	M5	4947487	306345
3	North America	7 Series	4363755	266287
4	North America	X6	4323982	294142
5	North America	X3	4155715	270665
6	North America	i3	3991804	266735
7	North America	X5	3880094	248963
8	North America	X1	3684374	242801
9	North America	3 Series	3613879	213765
10	North America	M3	3488495	175525
11	North America	5 Series	3193818	192687

i8 leads in 2024

c. Middle East

```

SELECT
  Region,
  Model,
  SUM(Price_USD) AS total_revenue,
  SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'Middle East'
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	Middle East	7 Series	61410589	4080751
2	Middle East	M5	58001817	3936889
3	Middle East	X5	57797933	3946209
4	Middle East	3 Series	57208110	3889367
5	Middle East	i3	56743676	3840814
6	Middle East	X1	56728038	3818212
7	Middle East	X3	56363420	3745004
8	Middle East	5 Series	56314485	3708878
9	Middle East	X6	5525051	3777388
10	Middle East	i8	55020808	3750693
11	Middle East	M3	54573473	3832415

7 Series is the best in 14 years

```

SELECT
  Region,
  Model,
  SUM(Price_USD) AS total_revenue,
  SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'Middle East' AND year = 2024
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	Middle East	X6	5607996	369172
2	Middle East	M5	4421238	324406
3	Middle East	i3	4370896	295393
4	Middle East	5 Series	4111979	239589
5	Middle East	X1	4011524	257659
6	Middle East	3 Series	3786041	263226
7	Middle East	X5	3669967	271392
8	Middle East	M3	3479963	268692
9	Middle East	i8	3298622	237874
10	Middle East	X3	3252823	220039
11	Middle East	7 Series	3103537	195649

X6 leads in 2024, 7 Series at the bottom of the list

d. Europe

```

SELECT
    Region,
    Model,
    SUM(Price_USD) AS total_revenue,
    SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'Europe'
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	Europe	i8	63093218	4202401
2	Europe	i3	59799654	3954257
3	Europe	3 Series	58282209	3959930
4	Europe	5 Series	57070993	3855515
5	Europe	M5	56732457	4002667
6	Europe	7 Series	56426847	3914409
7	Europe	X1	55817498	3850033
8	Europe	X3	54984304	3705572
9	Europe	X5	54599738	3688138
10	Europe	X6	54077902	3772519
11	Europe	M3	54068146	3649697

i8 for 14 years

```

SELECT
    Region,
    Model,
    SUM(Price_USD) AS total_revenue,
    SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'Europe' AND year = 2024
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	Europe	X3	5730320	356840
2	Europe	5 Series	4307365	297138
3	Europe	i8	4292407	294985
4	Europe	7 Series	4114383	293973
5	Europe	M5	4048691	281926
6	Europe	X6	4025800	315343
7	Europe	3 Series	4023949	270994
8	Europe	X1	3770787	262249
9	Europe	i3	3649566	255996
10	Europe	M3	3256378	194799
11	Europe	X5	2794659	208801

X3 for 2024

e. South America

```

SELECT
    Region,
    Model,
    SUM(Price_USD) AS total_revenue,
    SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'South America'
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	South America	i8	60032651	3920908
2	South America	7 Series	58033647	4000510
3	South America	3 Series	57978314	3697895
4	South America	5 Series	57311076	3885018
5	South America	X6	56333433	4023804
6	South America	X3	56234643	3699923
7	South America	X1	56126368	3630361
8	South America	i3	55755299	3760040
9	South America	X5	54002536	3609906
10	South America	M5	53533611	3632944
11	South America	M3	53265586	3690509

I8 is the best in 14 years

```

SELECT
    Region,
    Model,
    SUM(Price_USD) AS total_revenue,
    SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'South America' AND year = 2024
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	South America	5 Series	4648451	345237
2	South America	i8	4406376	270668
3	South America	i3	4203266	285821
4	South America	X6	4085997	306467
5	South America	3 Series	3779021	229269
6	South America	X1	3649054	220127
7	South America	X3	3620425	268823
8	South America	7 Series	3197043	233441
9	South America	M5	2972864	212429
10	South America	X5	2944831	235684
11	South America	M3	2515549	195063

5 Series best in 2024

f. Africa

```

SELECT
  Region,
  Model,
  SUM(Price_USD) AS total_revenue,
  SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'Africa'
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	Africa	5 Series	60270409	4020702
2	Africa	i3	58288045	3967283
3	Africa	3 Series	57962075	3892595
4	Africa	X1	57957167	3928136
5	Africa	X5	57281429	3972541
6	Africa	7 Series	56245754	3699471
7	Africa	X6	55975118	3630167
8	Africa	X3	54709117	3742723
9	Africa	i8	54237461	3586673
10	Africa	M5	52810346	3676252
11	Africa	M3	52295352	3448709

5 Series best in 14 years

```

SELECT
  Region,
  Model,
  SUM(Price_USD) AS total_revenue,
  SUM(Sales_Volume) AS total_sales
FROM bmwsales
WHERE Region = 'Africa' AND year = 2024
GROUP BY Region, Model
ORDER BY total_revenue DESC

```

	Region	Model	total_revenue	total_sales
1	Africa	X3	4265598	285474
2	Africa	5 Series	4228502	312594
3	Africa	i3	4008636	255008
4	Africa	7 Series	4006701	281947
5	Africa	X6	3704600	240058
6	Africa	X1	3557198	263123
7	Africa	i8	3451461	201213
8	Africa	X5	3282430	255062
9	Africa	3 Series	3223214	257313
10	Africa	M5	2972526	232302
11	Africa	M3	2812274	221412

X3 leads in 2024

3. Recap 7 Series

- Lead throughout 14 years

- o Asia: Top 2
- o NA: Top 1
- o ME: Top 1
- o Europe: Top 6
- o South America: Top 2
- o Africa: Top 6

- Remain in top 2 in almost regions, except the lowest revenue generated region and Europe (top 4)

- Top 3 revenue generated in 2024

- o Asia 1
- o NA 3

- ME 11
 - EU 4
 - SA 8
 - Africa 4
- Keeps pushing *7 Series* in Asia and NA, pay less or not tryna put effort in ME and SA (recommend removing)