



TEAM 2
AST COMPANY

Prime Estate

SALES ANALYSIS PROJECT



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Our Team



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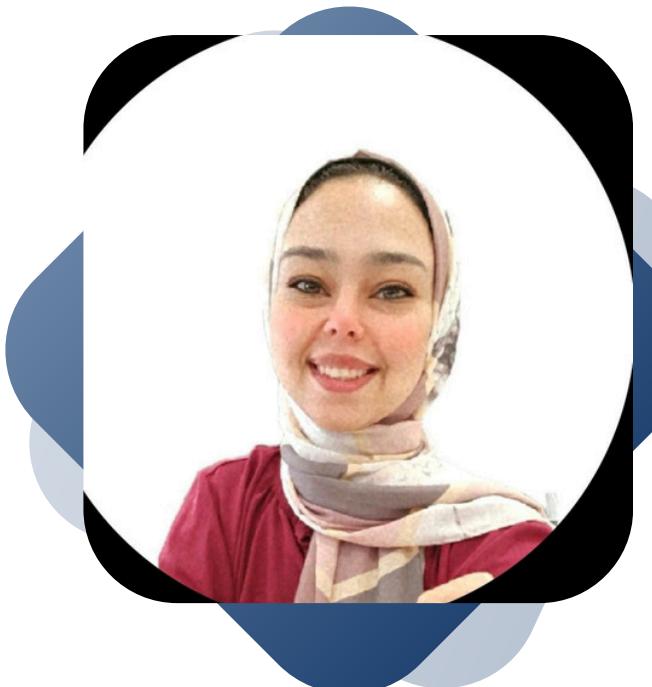
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About The Project

Real Estate Database

This is a mock-up of a real estate company, this is based on an actual company that had a number of challenges - collection and revenue is the biggest issue.

A deep dive into the available data will provide the possible reasons and is the purpose of the data analytics project.

About Dataset

An inventory database listing all projects, properties, cost, package price, current status, and sales date.

The project management database tracks the construction initiation, time lapsed till the project is at 90% completion, and another date that tags it at 100% completed.

The collections database includes a listing of all units that are tagged as sold and tracks the turnover date (the date that the unit was turned over to the owner), collection date (the date that the full amount was based on the package price and all other charges) was collected from the buyer through multiple channels.



Main Challenges & Analysis Objectives



Main challenges



1

Collection and Revenue



2

Buyers complain about delayed delivery of units or projects



3

Inconsistent sales performance



Main Challenges & Analysis Objectives



Analysis Objectives



1

Identify and analyze historical problems in the company's operations.



2

Provide recommendations for improving performance in the areas of collection, project management and sales.



Points to Focus On

Collection:

MEASURING COLLECTION PERFORMANCE AND KNOWING THE EXTENT TO WHICH GOALS HAVE BEEN ACHIEVED

Project management:

TRACKING COMPLETION STAGES AND TIME ANALYSIS

Customer service:

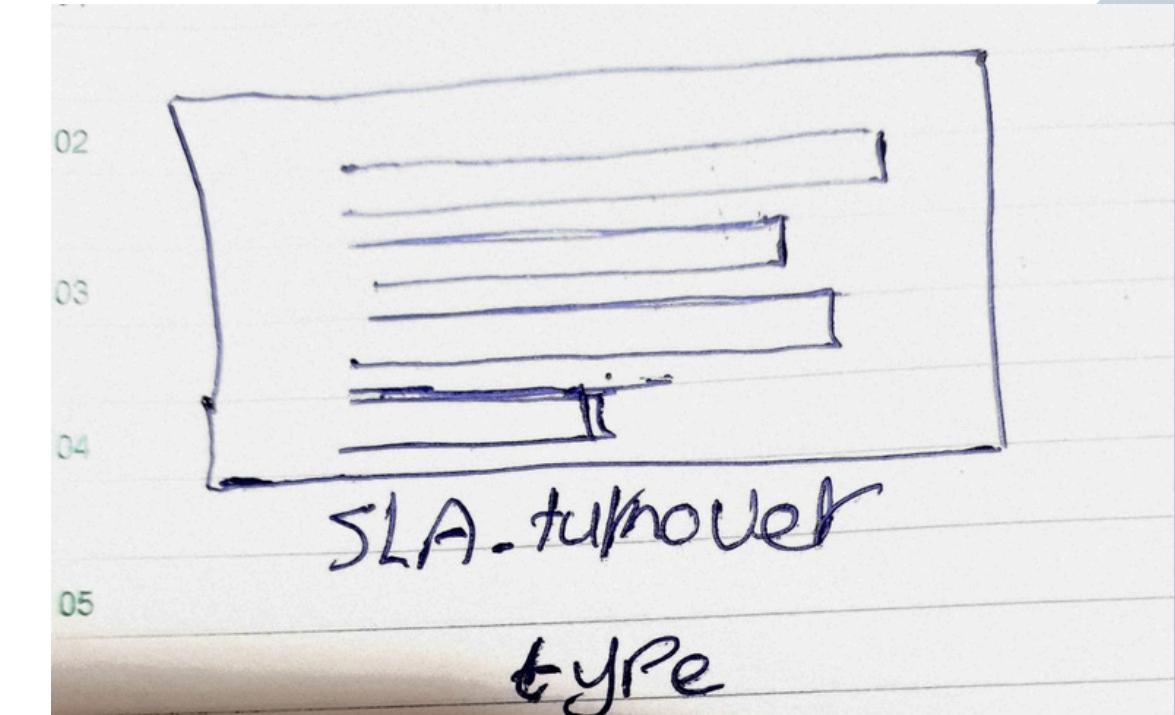
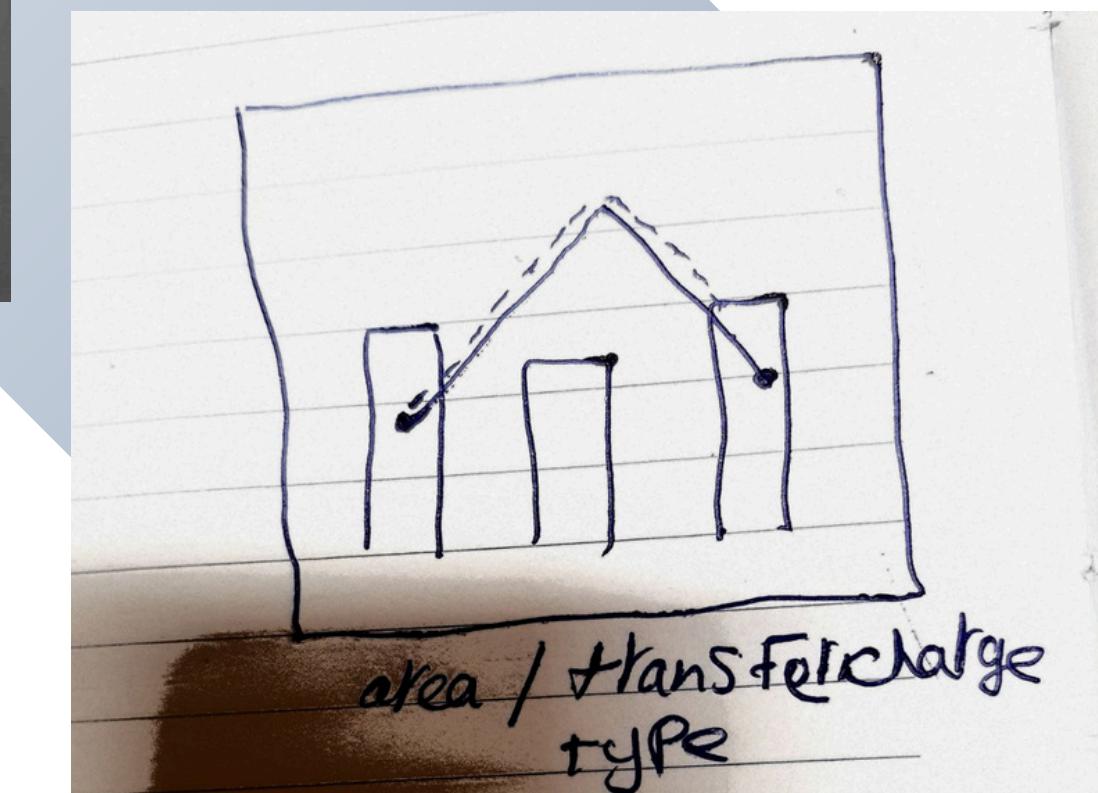
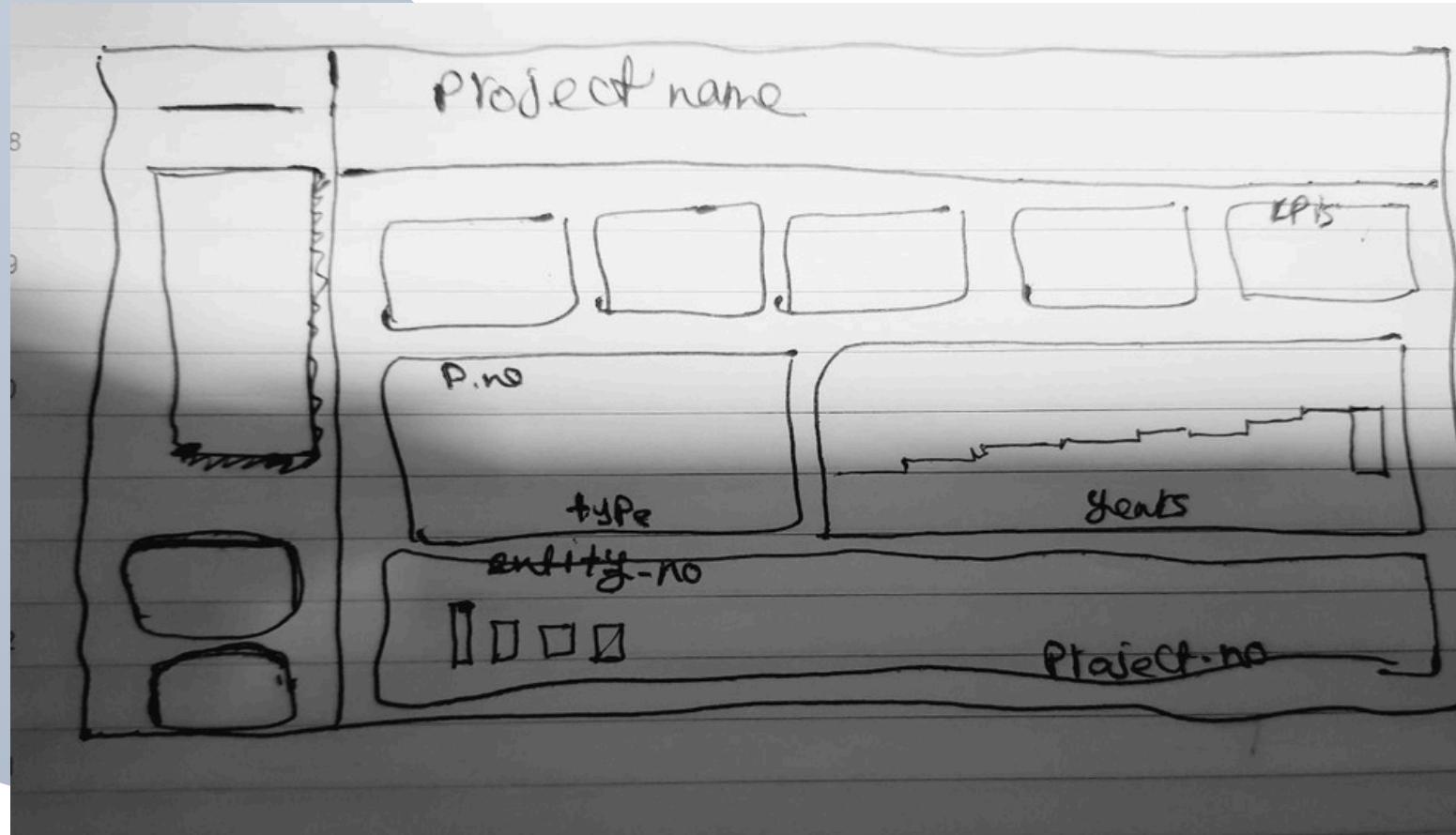
DEALING WITH CUSTOMER COMPLAINTS AND IMPROVING SERVICE

Sales:

MEASURING SALES PERFORMANCE AND ANALYZING TRENDS



Mockups



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Tools



Excel
.CSV files



Ms SQL Server
Data Cleaning



Power BI
Data Visualizagtion



Canva
Presentation



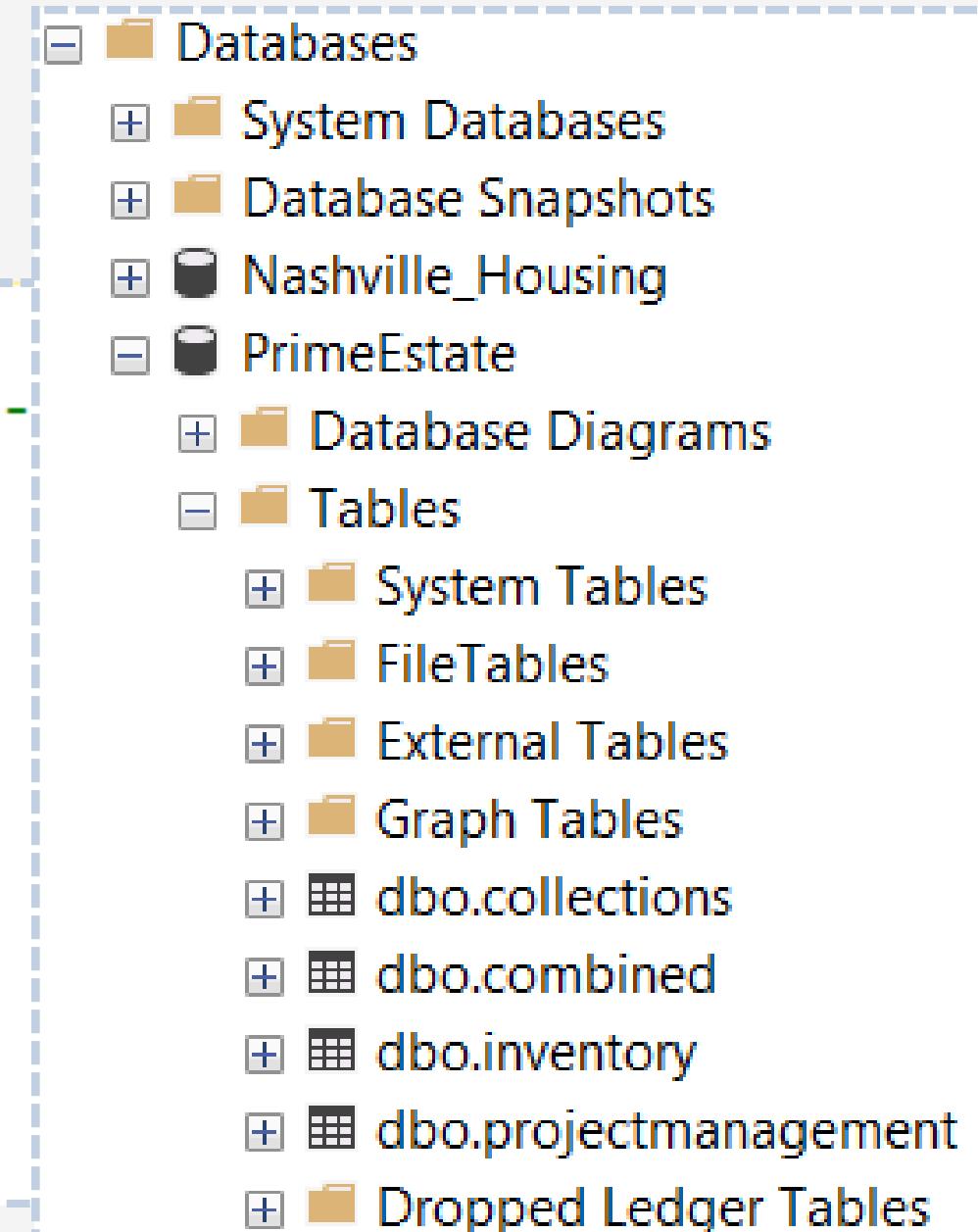
ChatGpt
AI Supporting



Data Cleaning

Creating Database with Tables

```
[-] create database PrimeEstate;  
[-]  
[-] select *  
  from inventory  
;  
[-] select *  
  from projectmanagement  
;  
[-] select *  
  from collections  
;
```





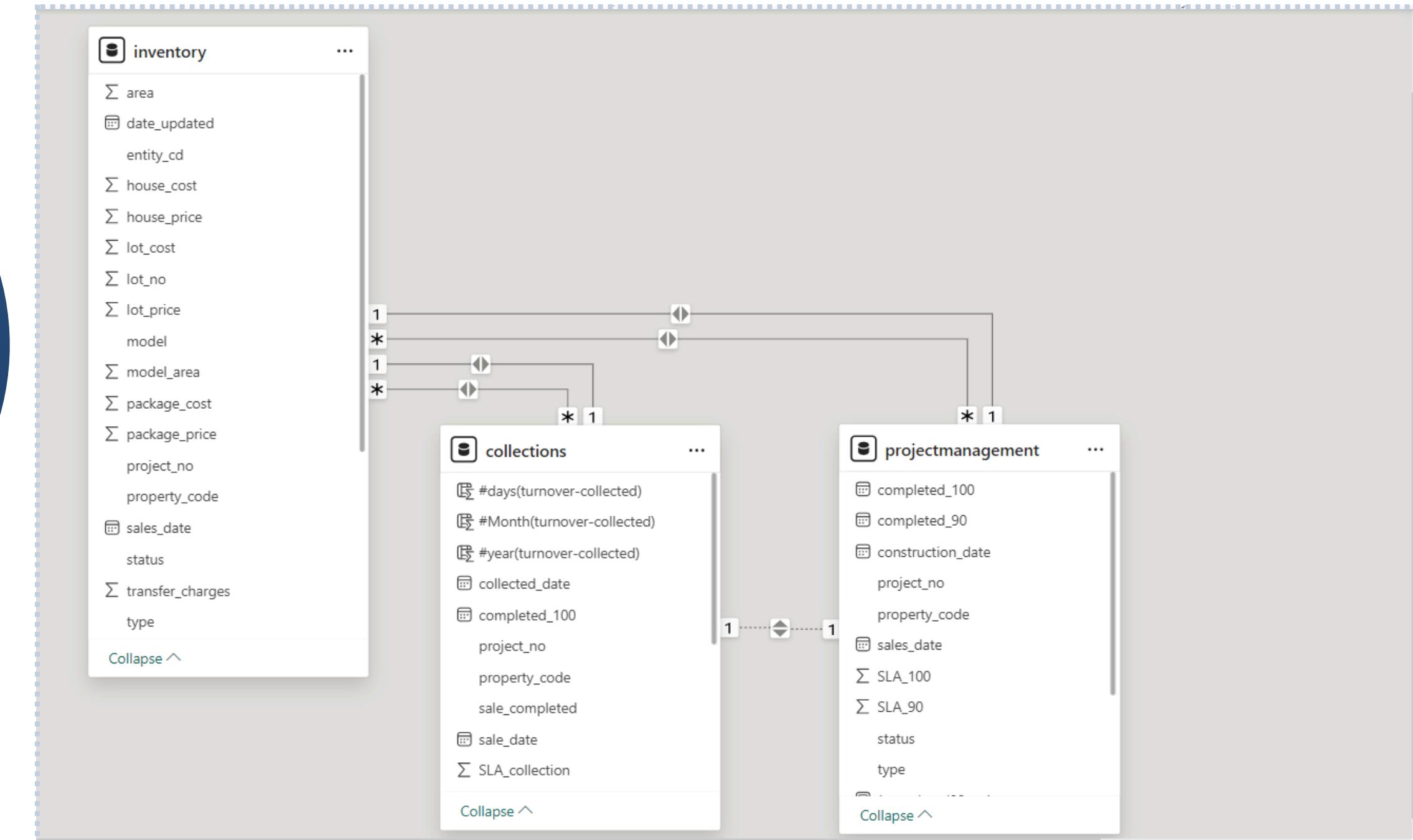
Data Cleaning

Handling NULLS

```
--*****nulls*****--  
select *  
from inventory;  
;  
update inventory  
set house_price = ISNULL (house_price , 0)  
where house_price is Null;  
;  
update inventory  
set house_cost = ISNULL (house_cost , 0)  
where house_cost is Null;  
;  
update inventory  
set lot_no = ISNULL (lot_no , 0)  
where lot_no is Null;  
;  
update inventory  
set model_area = ISNULL (model_area , 0)  
where model_area is Null;  
;  
update inventory  
set transfer_charges = ISNULL (model_area , 0)  
where transfer_charges is Null;  
;  
select model  
from inventory;  
;  
update inventory  
set model = 'blank'  
where model = 'not_updated';  
;
```



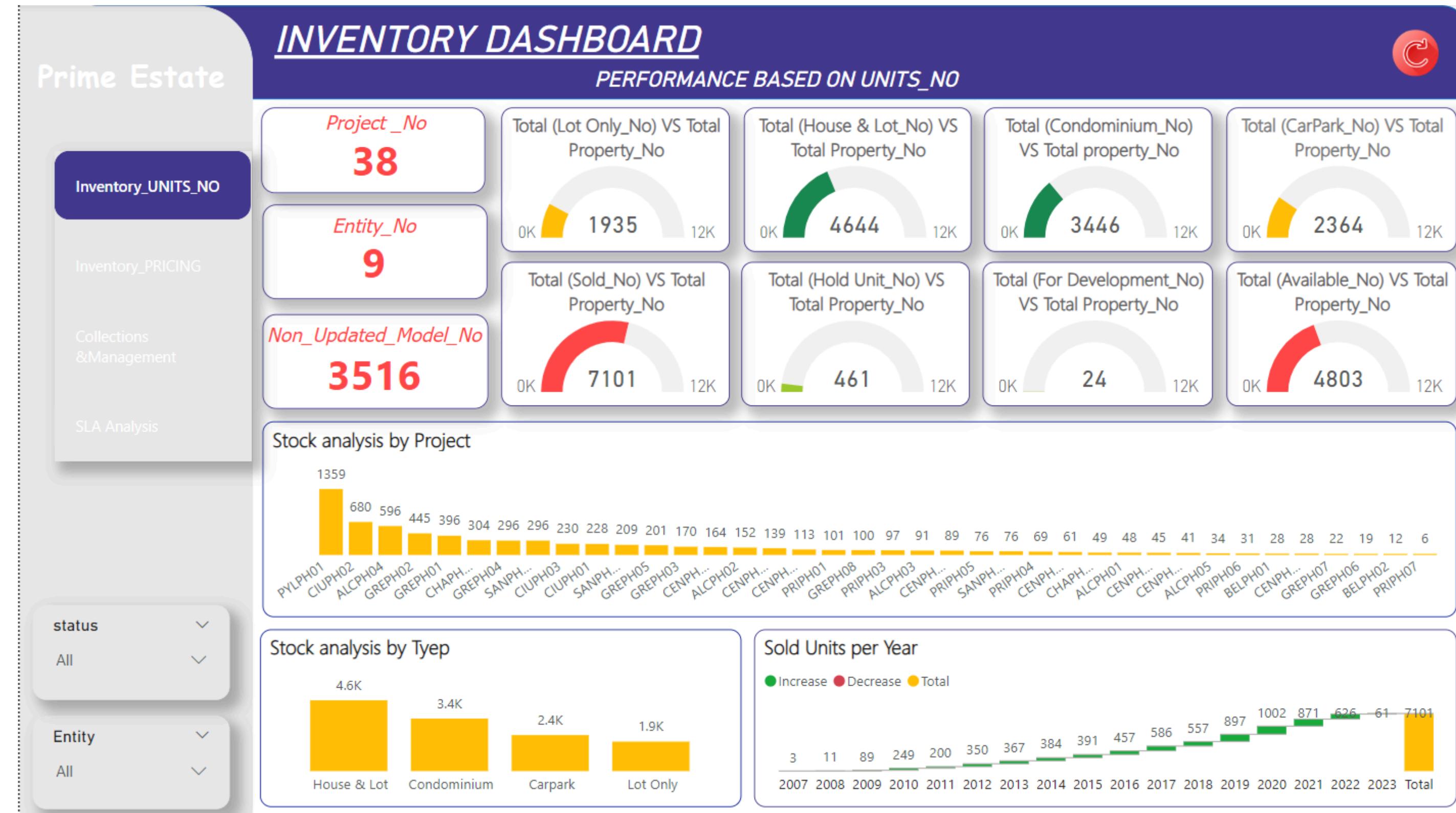
Data Modeling





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Data Visualization

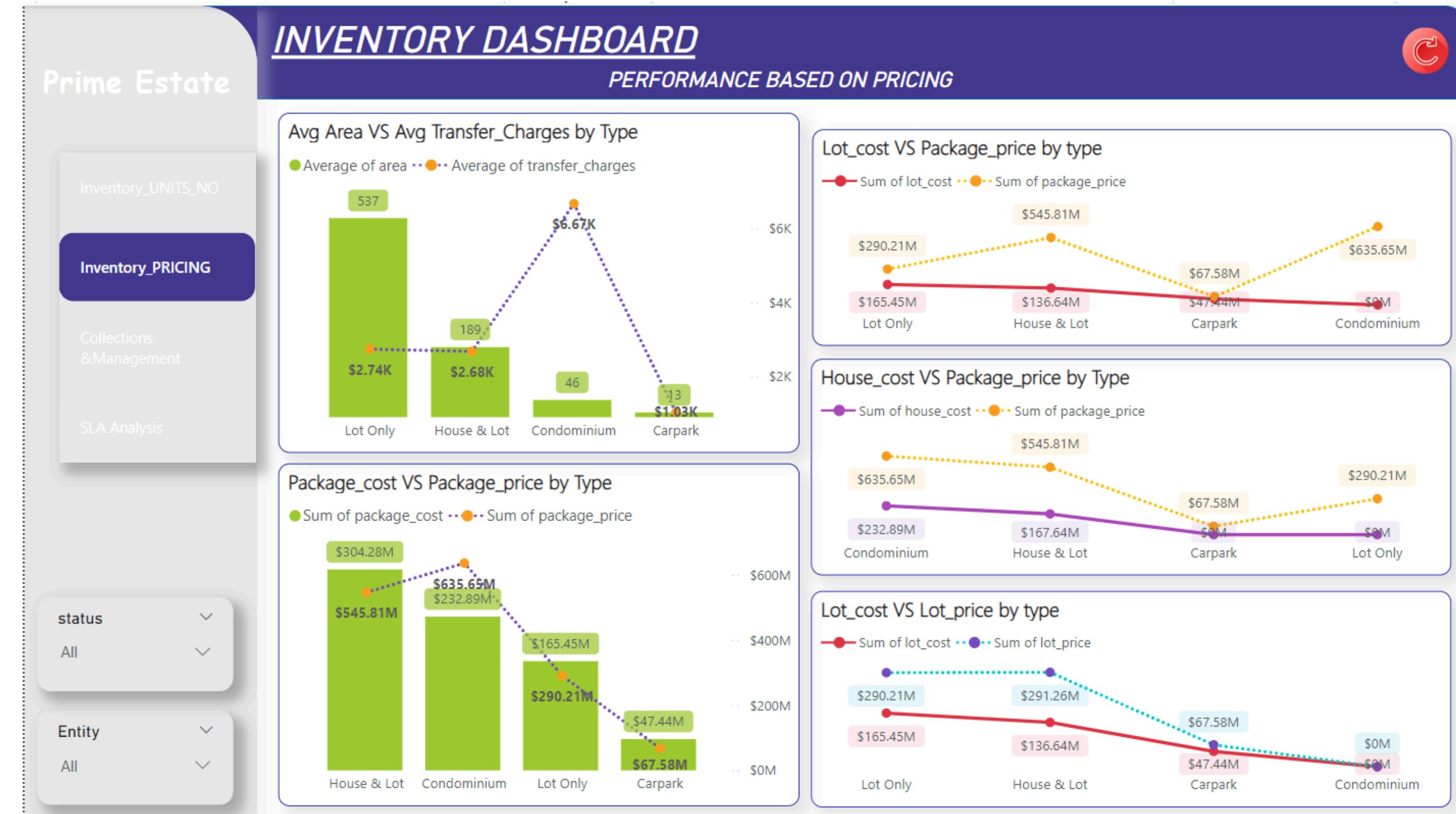




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Data Visualization





Data Visualization

Collection & management DASHBOARD

Prime Estate

Collections &Management

Inventory_UNITS_NO

Inventory_PRICING

SLA Analysis

status

All

type

All

Entity

All

Construction_date

4/7/2007 9/19/2021

Not_updated_Complet...

0.52%

Sales_date

7/6/2007 3/16/2023

Packag_Price

\$643.72M

Turnover_date

6/13/2009 3/16/2023

Average of #year(turnover-collected) by type

House & Lot: 2
Carpark: 1
Condominium: 1
Lot Only: 0

Completed_90

99.48%

Packsg_Cost

\$327.4M

False_Completed_100

63.58%

Lot_Cost

\$139.45M

Completed_100

33.81%

House_Cost

\$187.95M

Property by Sale_Completed

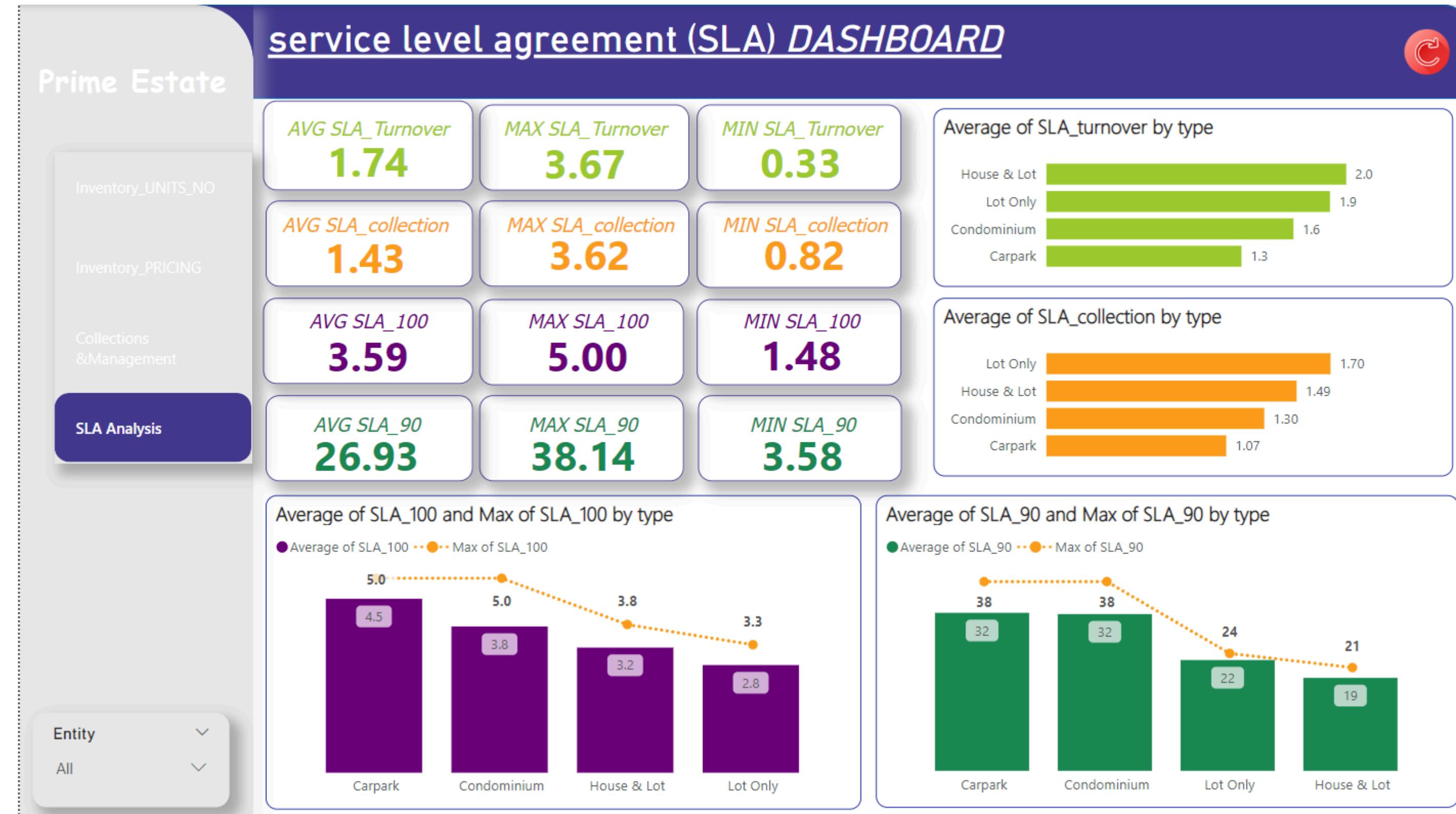
4515 (FALSE)
2401 (TRUE)
185 (NA)

Average of #year(turnover-collected) by project_no

CIUPH03: 3
GREPH07: 2
GREPH08: 2
ALCPH04: 2
GREPH06: 2
CHAPH02: 2
ALCPH05: 2
ALCPH01: 2
GREPH01: 2
CENPH06: 2
CENPH07: 2
CHAPH01: 2
SANPH02: 2
PYLPH02: 2
ALCPH02: 1
CENPH01: 1
CENPH01: 1
SANPH01: 1
SANPH03: 1
ALCPH03: 1
CENPH03: 1
GREPH05: 0
BELPH01: 0
CENPH02: 0
GREPH03: 0
BELPH02: 0
CENPH08: 0
GREPH04: 0
CENPH04: 0
CIUPH02: 0
CENPH05: 0



Data Visualization





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DAX

- > collections
- ✓ inventory
 - ✓ _InvenCalc
 - Available_no
 - CarPark_no
 - Condominium_no
 - For Development_no
 - Hold Unit_no
 - House & Lot_no
 - Lot Only_no
 - Not_Updated_Model_No
 - Sold_no
 - Total_Property_no
 - \sum area

- > collections
- > inventory
- > Par by status and entity
- ✓ projectmanagement
 - ✓ _calcProj
 - (completed90_no)
 - #not_update(complet... ...)
 - %not_updated(complet... ...)
 - %updated(completed-90)

- ✓ collections
- ✓ _calcCollect
 - %False_completed
 - %true_completed
 - False_no
 - NA_no
 - Total compleated_no
 - True_no
 - \sum #days(turnover-collected)
 - \sum #Month(turnover-collecte... ...)
 - \sum #year(turnover-collected)



DAX

Aggregation

```
1 Available_no = CALCULATE(COUNTROWS('inventory'), 'inventory'[status] = "Available")
```

```
1 Total_Property_no = CALCULATE(COUNTROWS('inventory'), 'inventory'[entity_cd])
```

```
1 CarPark_no = CALCULATE(COUNTROWS('inventory'), 'inventory'[type] = "Carpark")
```



DAX

Create New Columns

```
1 #days(turnover-collected) = DATEDIFF(collections[turnover_date],collections[collected_date],DAY)
```

```
1 #year(turnover-collected) = DATEDIFF(collections[sale_date],collections[turnover_date],YEAR)
```

```
1 #Month(turnover-collected) = DATEDIFF(collections[sale_date],collections[turnover_date],MONTH)
```



Insights

Properties under development are of the type: Lot Only , House & Lot

The type (House & Lot) achieved the highest recorded start date of the sale and is also the most available type with us.

The average transfer fee is around 6000 for Condominium type, while the average area is 46 m². Despite this, this type is not one of the best-selling types.

The most expensive type is (House & Lot) while the most profitable type is (Condominium) with a difference between cost and price of about 400 million.

The most recorded type of completed sales is: Lot Only



Insights

The ownership percentage of uncompleted sales is higher than the percentage of completed sales.

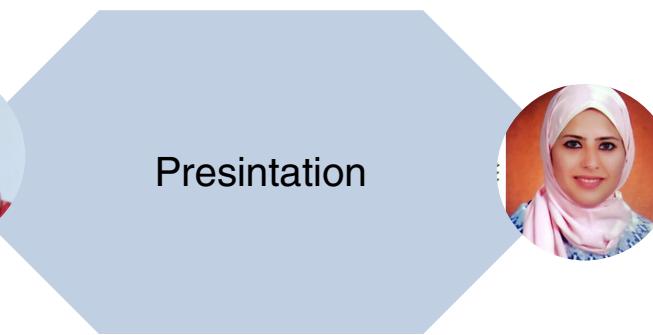
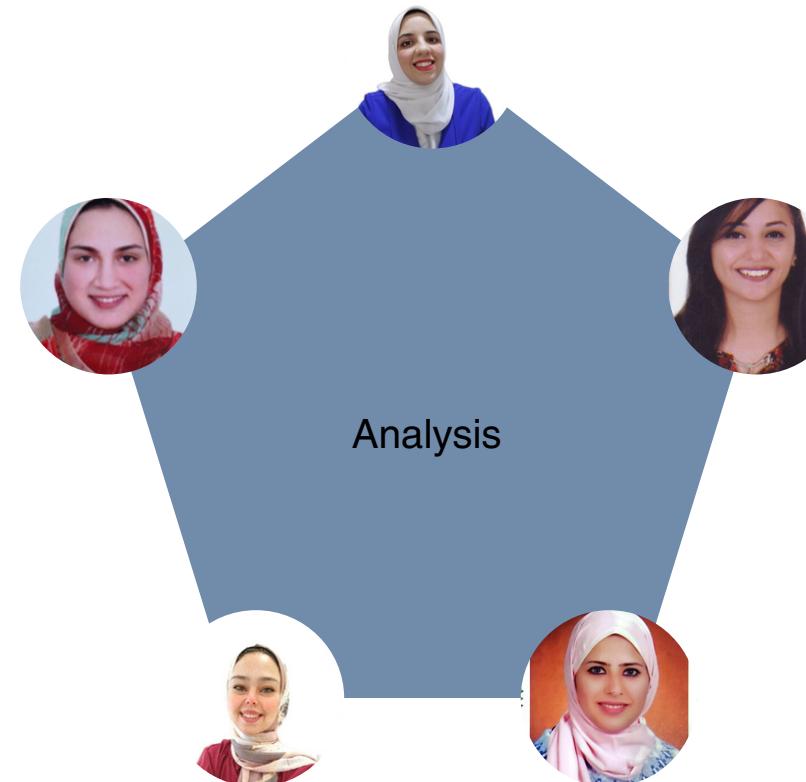
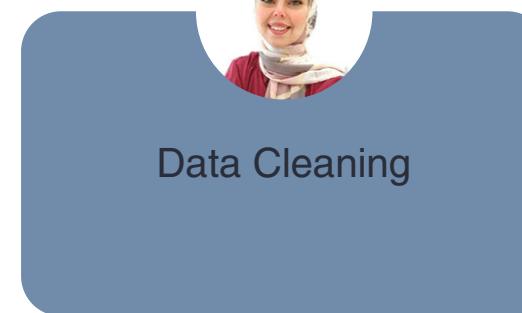
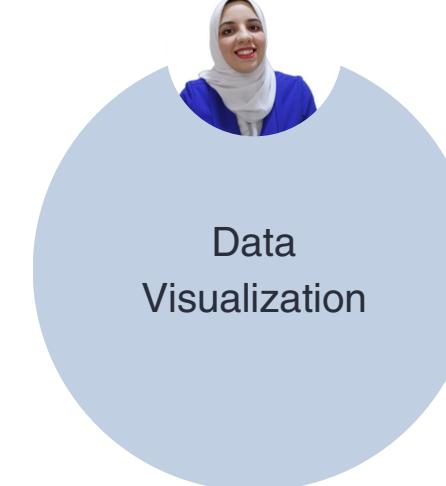
**Average number of years between turnover date and collection date
0 to 2**

The least recorded type of completed sales is (House & Lot) Although it is the one that has the most recorded start date of the sale.

All properties are completed by 90%

The worst average SLA compliance rates were on turnover dates and collection dates.

Collaborate on a Whiteboard



Thank You

