



# REAL ESTATE POWER BI DASHBOARD PROJECT

PORTFOLIO PROJECT

Analyzing property data through interactive dashboards



BALASURYA SIVAKUMAR

# PROJECT OBJECTIVE



# PURPOSE AND GOALS OF THE DASHBOARD

## Comprehensive Data Integration

Dashboard consolidates multiple data sources to deliver actionable insights on sales, rentals, customers, and inventory.

## User-Friendly Visualization

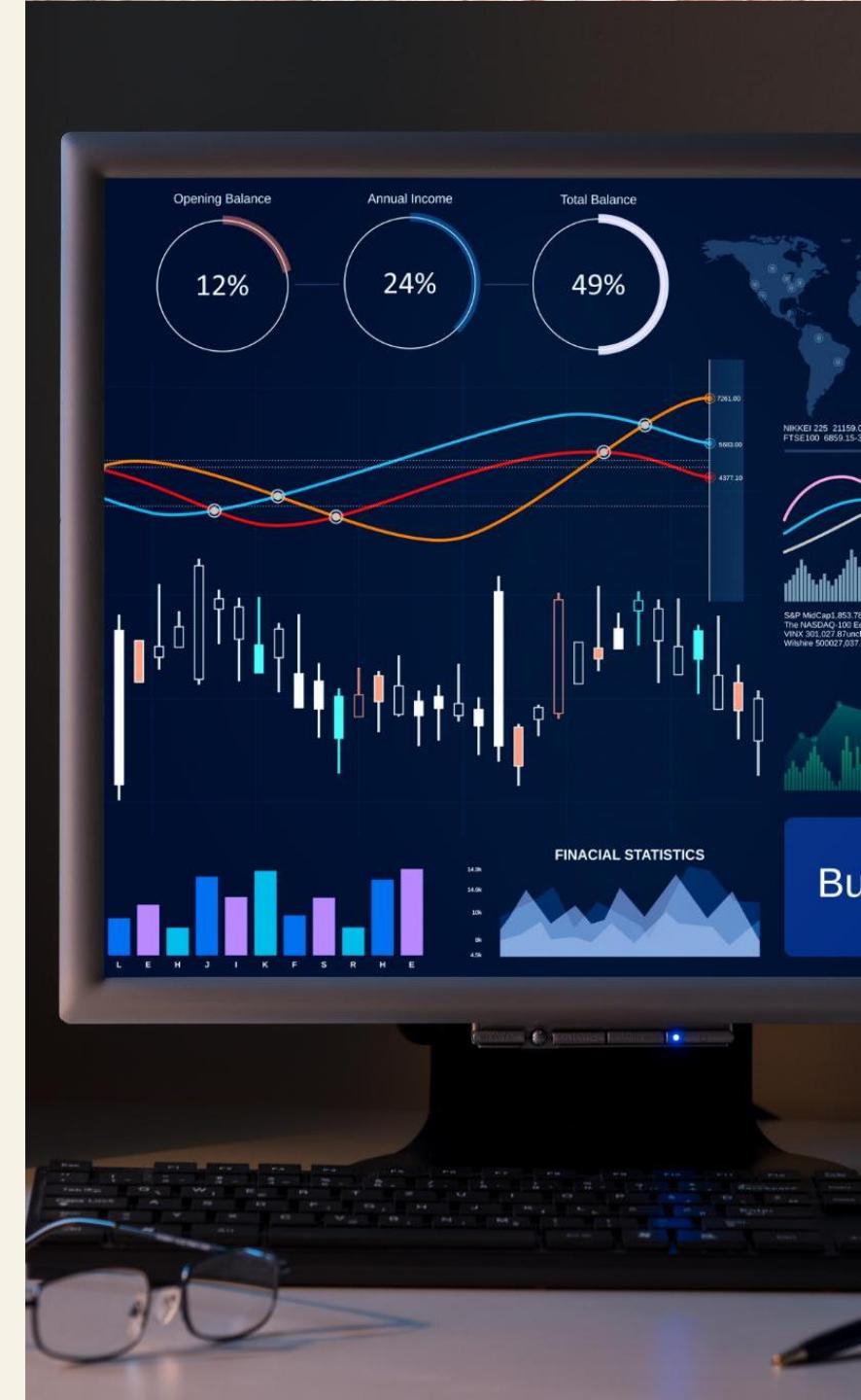
Uses Power BI features like KPIs, interactive drill-throughs, and bookmarks for easy navigation and clarity.

## Critical Business Insights

Answers key questions on revenue, occupancy trends, top agents, customer value, and property availability.

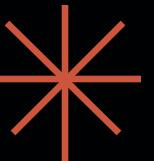
## Optimized Performance and Accuracy

Focuses on optimized data modeling and DAX calculations for fast, accurate metrics and reporting.

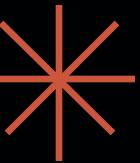


# TECH STACK

- Power BI - dashboards, visuals, bookmarks, drill-through
- Power Query - data cleaning & ETL
- DAX - KPIs, calculations, time intelligence
- Data Modeling - star schema & relationships
- Excel - raw data preparation



# DASHBOARD PAGES OVERVIEW



# EXECUTIVE OVERVIEW PAGE



## High-Level Business Summary

Provides senior management with a concise snapshot of real estate business performance and health indicators.

## Visualizations and Metrics

Includes state-wise revenue, property type breakdown, and monthly sales and rental trends for detailed insights.

## Interactive Filtering

Slicers for city, property type, and date range allow executives to drill into specific segments seamlessly.

## Design for Quick Decisions

Clean layout and intuitive design ensure critical metrics are accessible for rapid executive decision-making.

# Overview

[Home](#)[Sales Analysis](#)[Rental Performance](#)[Customer Analysis](#)[Agent Performance](#)

City  
All

Property Type  
All

Agent  
All

01-01-2020 | 17-01-2026

[Clear all slicers](#)

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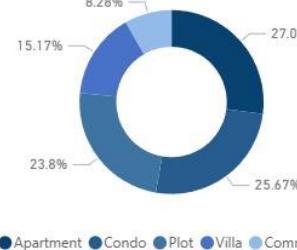
Total Sales  
₹ 3,867.91M

Total Rentals  
₹ 16.24M

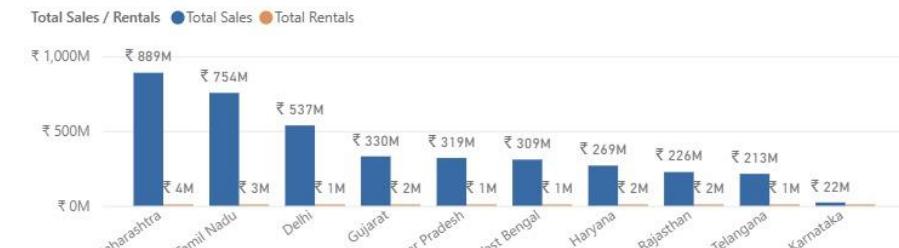
Avg Price Per Sqft  
₹ 9,194.06

Occupancy Rate  
51.20%

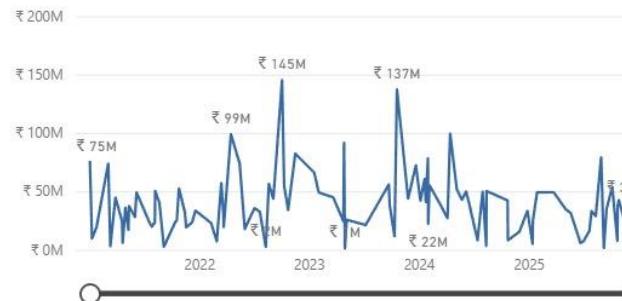
Sales Distribution By PropertyType



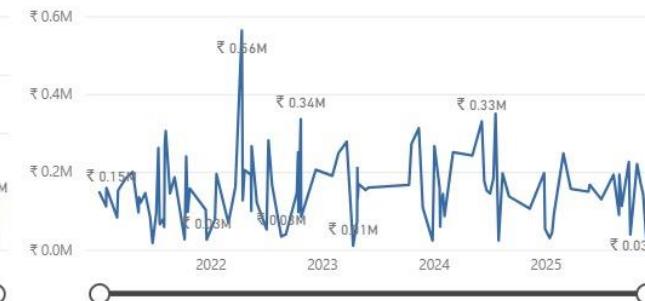
Sales / Rentals By State



Monthly Sales Trend



Monthly Rentals Trend



# EXECUTIVE OVERVIEW PAGE



# SALES ANALYSIS PAGE

## Comprehensive Sales Metrics

The page tracks key performance indicators like Properties Sold and Total Sales Value for clear business insights.

## Visual Sales Rankings

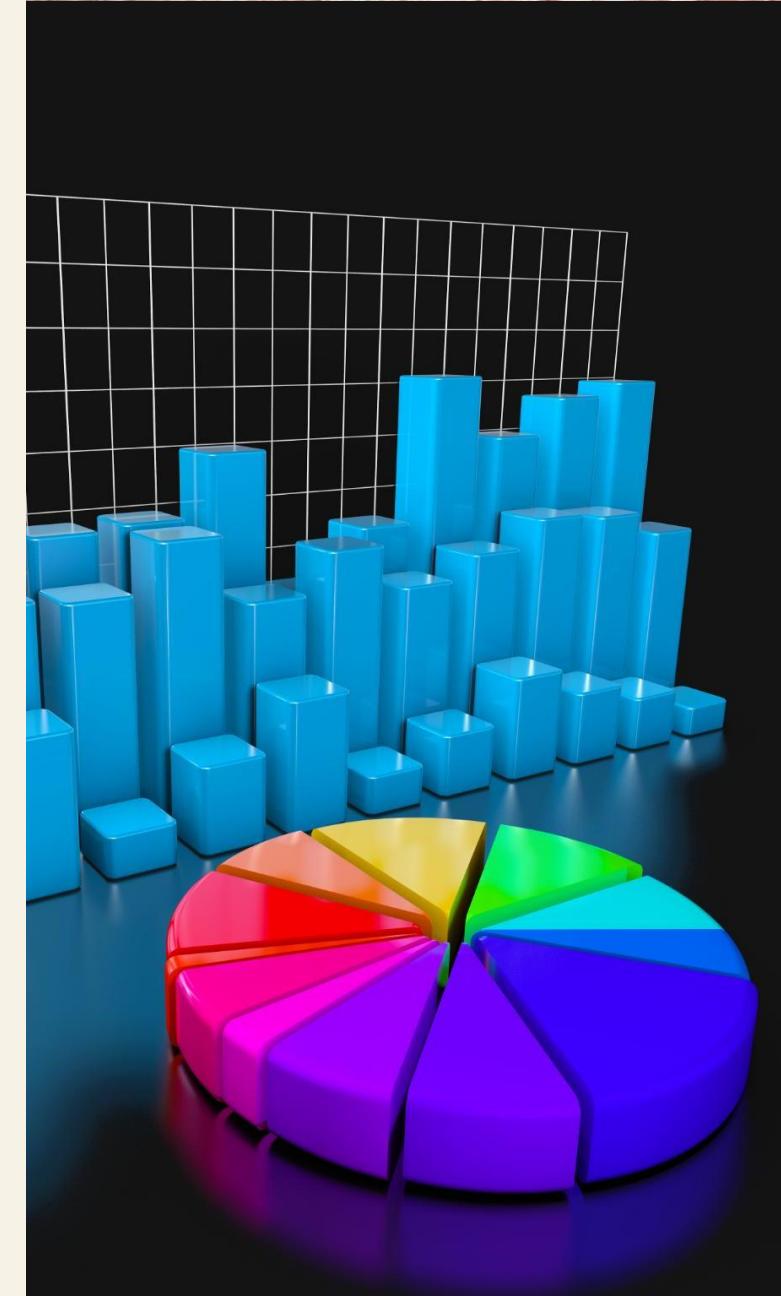
Cities and property categories are ranked with charts to highlight revenue contributions and sales distribution.

## Top Agents Table

A table lists the Top 10 Agents by sales amount to identify high performers and guide resource allocation.

## Filtering and Trend Analysis

Filtering options and trend lines enable detailed analysis to track market performance and emerging trends.



## Sales Analysis

[Home](#)[Sales Analysis](#)[Rental Performance](#)[Customer Analysis](#)[Agent Performance](#)

City  
All

Property Type  
All

Agent  
All

01-01-2020 17-01-2026

Clear all slicers

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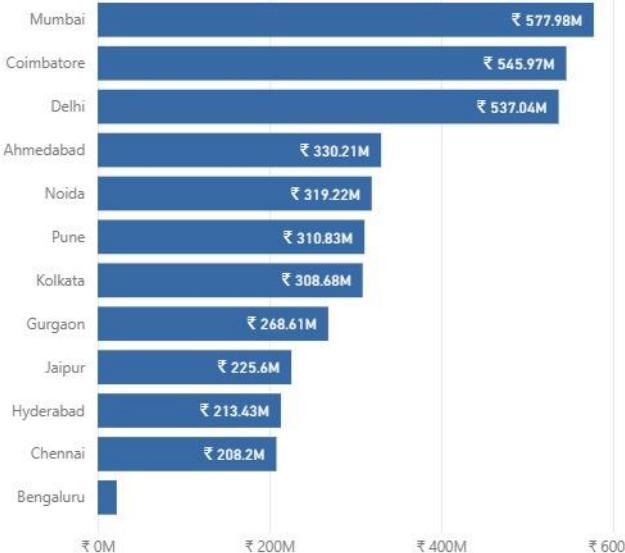
### Properties Sold

37

### Total Sales

₹ 3,867.91M

Total Sales by City

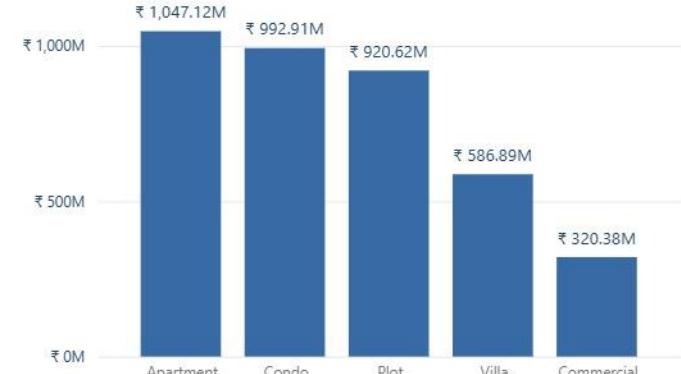


Check Available Plots & Plots under offers for Rentals / Sales

Top 10 Agents By Sales

AgentID	AgentName	Sales Amount	Commission Amount
2	Vikram Chowdhury	₹ 36,00,27,530.77	₹ 65,95,255.74
4	Prakash Iyer	₹ 32,20,25,013.35	₹ 71,37,964.82
19	Ravi Verma	₹ 27,74,60,495.46	₹ 55,11,592.90
11	Gautam Reddy	₹ 24,37,34,446.17	₹ 59,56,986.48
3	Harini Kumar	₹ 23,12,26,161.2	₹ 57,97,940.93
17	Nisha Mehta	₹ 22,46,38,032.71	₹ 48,52,596.25
6	Neha Nair	₹ 22,23,45,159.12	₹ 55,53,940.54
24	Indu Iyer	₹ 22,05,72,568.92	₹ 48,19,373.78
8	Karan Verma	₹ 21,06,77,648.49	₹ 50,25,687.46
15	Divya Singh	₹ 18,85,95,590.76	₹ 59,30,609.26
Total		₹ 2,50,13,02,646.95	₹ 5,71,81,948.17

Total Sales by PropertyType



# SALES ANALYSIS PAGE

# RENTAL PERFORMANCE PAGE



## Key Metrics and KPI Cards

Total Rental Income and Occupancy Percentage are highlighted with KPI cards and a gauge chart for quick understanding.

## Rental Income Trends

A line chart displays rental income over time, highlighting seasonal trends and growth opportunities.

## Occupancy Heatmap

Heatmap visualization compares occupancy rates across cities to identify high-demand and underperforming locations.

## Contract Details Table

Detailed table lists active rental contracts with key attributes for operational transparency and management.

City  
All

Property Type  
All

Agent  
All

01-01-2020    17-01-2026

[Clear all slicers](#)

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### Rental Income

₹ 16.24M



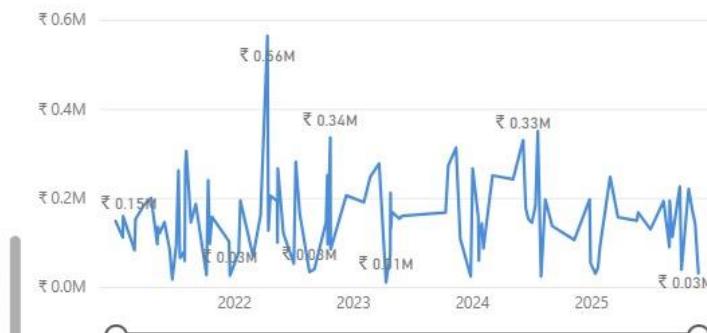
### Active Rental Contracts

ContractID	City	AddressLine	StartDate	EndDate	OccupancyStatus
5	Jaipur	30, OMR	24-05-2025	11-09-2027	Vacant
9	Mumbai	371, Banjara Hills	10-02-2025	05-02-2026	Occupied
12	Chennai	375, MG Road	12-11-2025	29-06-2028	Occupied
15	Gurgaon	377, Race Course	23-06-2024	10-03-2027	Vacant
16	Noida	453, Ring Road	10-09-2024	26-08-2027	Vacant
21	Kolkata	475, Gandhi Nagar	01-07-2024	19-10-2026	Vacant
22	Pune	427, Race Course	25-05-2024	12-09-2026	Occupied
23	Pune	463, MG Road	28-12-2025	14-08-2028	Occupied
24	Pune	891, OMR	17-02-2024	06-07-2026	Vacant
25	Ahmedabad	989, Palarivattom	14-08-2025	03-09-2027	Vacant
26	Hyderabad	790, Ring Road	05-09-2025	29-11-2026	Occupied
27	Ahmedabad	989, Palarivattom	25-01-2025	19-02-2026	Occupied
28	Delhi	443, Anna Salai	04-07-2024	19-06-2027	Vacant
29	Mumbai	74, Banjara Hills	19-04-2025	08-06-2027	Vacant
31	Mumbai	400, Palarivattom	30-12-2023	18-01-2026	Vacant
40	Coimbatore	658, Ring Road	21-01-2025	16-05-2026	Occupied



Check Available Plots & Plots under offers for Rentals / Sales

Total Rental Income by Year/Quarter/Month

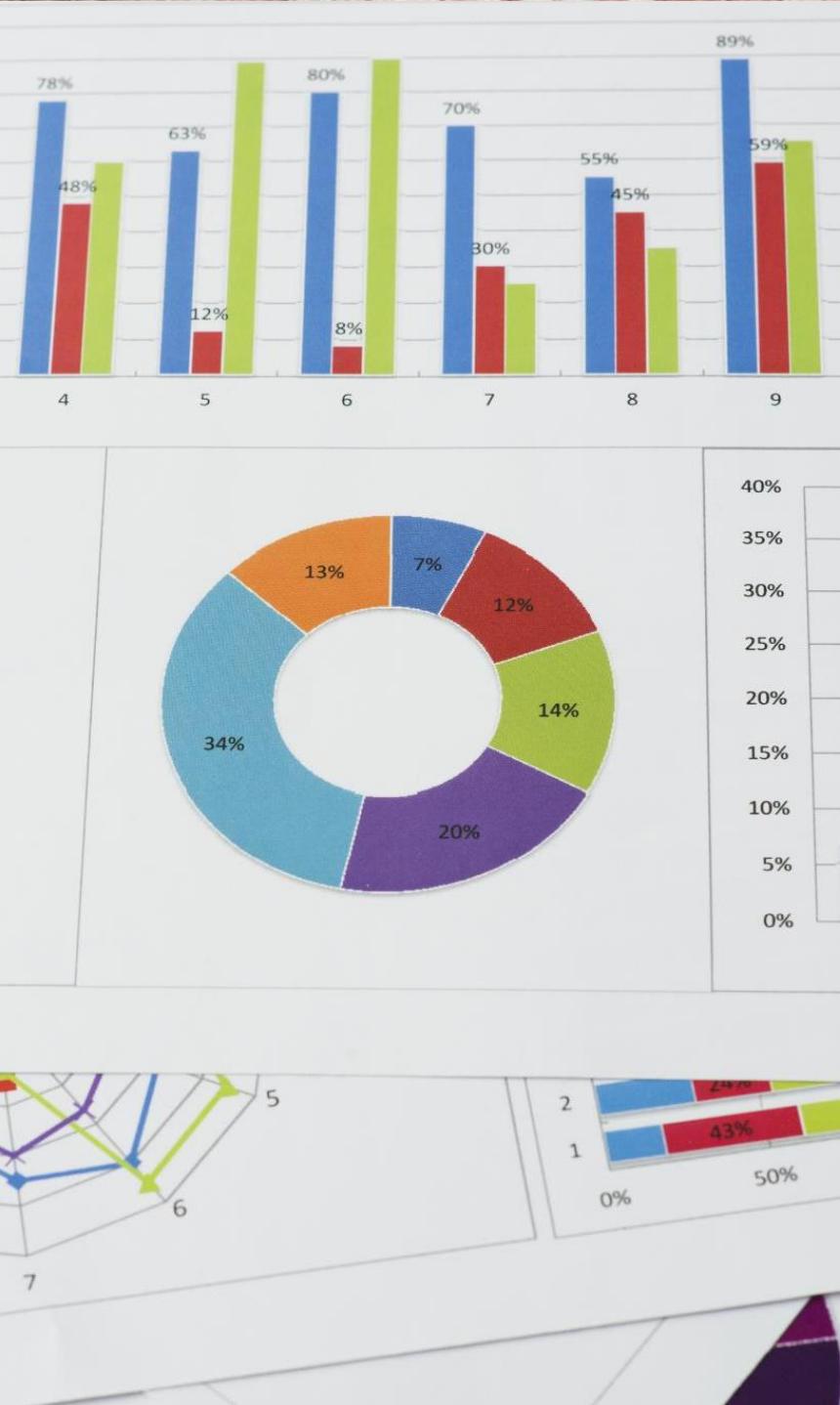


% Of Occupancy by City



# RENTAL PERFORMANCE PAGE





# CUSTOMER ANALYSIS PAGE

## Customer Demographics Overview

Displays age distribution, income segmentation, and customer types such as Buyers, Renters, and Investors for targeted marketing.

## Key Performance Indicators

Highlights total customers and most valuable customers to provide quick insights into customer base value and size.

## Customer Preference Heatmap

Heatmap visualizes preferred property types to reveal trends and inform inventory and marketing decisions.

## Interactive Filtering Tools

Slicers enable filtering by income, age, property type, and date, enhancing customization of customer analysis.

**Income Bracket**

All

**Age group**

All

**Property Type**

All

01-01-2020
16-01-2026

Clear all slicers

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**Total Customers**  
**200**

**Most Valuable Customer**  
**Manoj Patel**

**Top 20 Most Valuable Customers**

CustomerID	CustomerName	Phone	Customer Value
174	Manoj Patel	7040361651	₹ 11,81,90,376.08
179	Sathish Nair	7034780500	₹ 8,93,15,782.47
200	Varun Reddy	9846570058	₹ 8,62,30,900.82
2	Keerthi Iyer	7272849424	₹ 8,55,63,725.14
19	Swathi Verma	8748309234	₹ 8,06,50,130.36
156	Arjun Verma	9180716723	₹ 7,85,30,387.8
20	Keerthi Das	8819256337	₹ 7,77,47,916.78
94	Karthik Chowdhury	9316787198	₹ 7,57,44,199.71
35	Deepak Gupta	9823396242	₹ 7,15,21,171.34
71	Preeti Patel	8333241445	₹ 6,85,63,869.21
137	Shruti Chowdhury	8728760924	₹ 6,71,17,313.1
167	Sanjana Iyer	7293864877	₹ 6,63,43,133.58
3	Varun Mehta	8079815404	₹ 6,53,04,465.88
24	Manoj Basu	8072910527	₹ 5,80,90,236.41
176	Shruti Patel	8822393017	₹ 5,79,31,363.73
112	Preeti Chowdhury	9044804330	₹ 5,64,52,862.91
138	Deepak Iyer	7171200764	₹ 5,58,77,211.57
37	Ramesh Patel	9772404776	₹ 5,07,86,674.02
1	Sanjana Reddy	7656448479	₹ 4,98,43,403.48
52	Ramesh Sharma	7697939765	₹ 4,91,89,793.77

**Age group distribution**

Age Group

- Above 40
- 31 - 40
- 21 - 30

**Customer Segment**

Renter	70
Buyer	66
Investor	64

**Income bracket segmentation**

200K+	60
Under 50K	53
100K-200K	45
50K-100K	42

**Preferred Property Types**

Apartment	84
Plot	59
Villa	41
Commercial	37

**Customer Segmentation**

Renter	70
Buyer	66
Investor	64

# CUSTOMER ANALYSIS PAGE

# AGENT PERFORMANCE PAGE



## Key Performance Indicators

Displays KPIs like Total Number of Agents and Most Valuable Agent with sales, rentals, and commission metrics.

## Performance Visualization

Dual-bar charts compare sales and rental transactions per agent for clear performance insights.

## Detailed Agent Data

Tabular data lists sales amount, rental amount, and overall value to identify top performers and improvement areas.

## Filtering and Analysis

Filters by agent name, city, and property type enable targeted, in-depth performance analysis.

Property Type

Property Type

01-01-2020

-

17-01-2026

[Clear all slicers](#)

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## Number Of Agents

**25**

## Most Valuable Agent

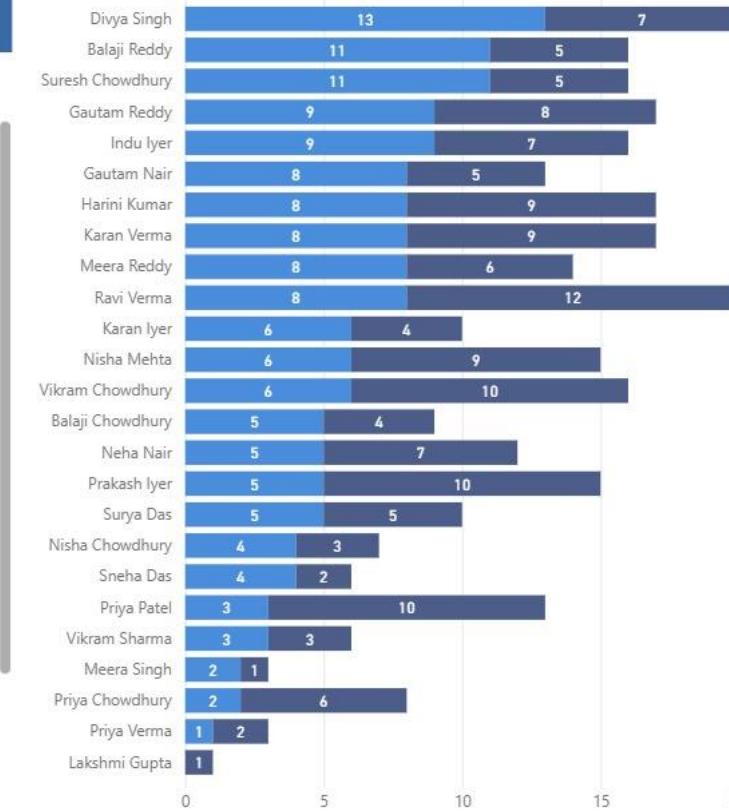
**Vikram Chowdhury**

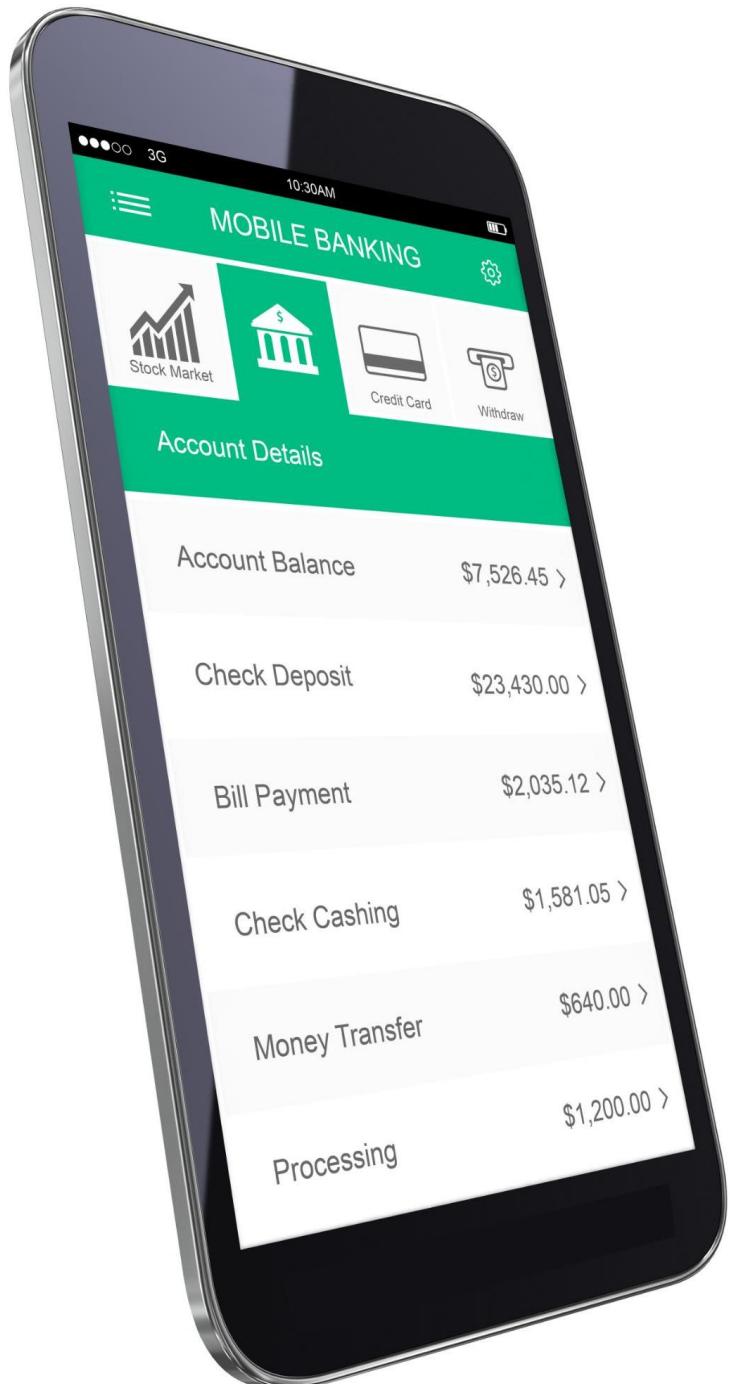
## Agent Details

AgentID	AgentName	Total Rentals	Total Sales	Agent Value
2	Vikram Chowdhury	₹ 6,35,837.89	₹ 36,00,27,530.77	36,06,63,368.66
4	Prakash Iyer	₹ 5,47,963.53	₹ 32,20,25,013.35	32,25,72,976.88
19	Ravi Verma	₹ 11,04,101.86	₹ 27,74,60,495.46	27,85,64,597.32
11	Gautam Reddy	₹ 7,37,248.42	₹ 24,37,34,446.17	24,44,71,694.59
3	Harini Kumar	₹ 11,66,847.86	₹ 23,12,26,161.2	23,23,93,009.06
17	Nisha Mehta	₹ 5,24,499.24	₹ 22,46,38,032.71	22,51,62,531.95
6	Neha Nair	₹ 5,53,762.72	₹ 22,23,45,159.12	22,28,98,921.84
24	Indu Iyer	₹ 8,14,658	₹ 22,05,72,568.92	22,13,87,226.92
8	Karan Verma	₹ 9,30,450.83	₹ 21,06,77,648.49	21,16,08,099.32
15	Divya Singh	₹ 13,86,790.46	₹ 18,85,95,590.76	18,99,82,381.22
13	Priya Patel	₹ 2,09,432.24	₹ 16,23,31,436.13	16,25,40,868.37
10	Priya Chowdhury	₹ 60,213.92	₹ 15,84,82,333.25	15,85,42,547.17
14	Meera Reddy	₹ 8,80,033.82	₹ 14,89,85,653.74	14,98,65,687.56
1	Balaji Reddy	₹ 10,71,448.96	₹ 14,70,27,169.25	14,80,98,618.21
12	Surya Das	₹ 6,70,744.36	₹ 13,41,36,964.57	13,48,07,708.93
16	Suresh Chowdhury	₹ 10,20,959.08	₹ 12,94,71,408.2	13,04,92,367.28
21	Karan Iyer	₹ 6,32,256.47	₹ 12,86,31,505.05	12,92,63,761.52
18	Gautam Nair	₹ 10,52,335.02	₹ 6,91,07,028.72	7,01,59,363.74
20	Priya Verma	₹ 25,498.28	₹ 5,76,35,885.91	5,76,61,384.19
23	Vikram Sharma	₹ 3,39,019.66	₹ 5,50,59,720.18	5,53,98,739.84
Total		₹ 1,62,37,665.6	₹ 3,86,79,14,590.82	3,88,41,52,256.42

## Number of Sales and Rentals done by Agent

Transaction Type ● Number of Rentals ● Number of Sales

**AGENT PERFORMANCE PAGE**



# AVAILABLE PROPERTIES BOOKMARK PAGE

## Inventory Management Snapshot

Provides KPIs on Available and Offered Properties for quick stock readiness insights.

## City Availability Comparison

Horizontal bar chart compares property availability across multiple cities aiding market prioritization.

## Detailed Property Table

Includes property ID, type, city, address, square footage, pricing metrics for quick agent responses.

## Interactive Filtering

Filters by city, property type, and availability status enhance user interaction and data relevance.

City  
All

Property Type  
All

Available / Offer  
All

[Clear all slicers](#)

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## Available Properties

79

## Offered Properties

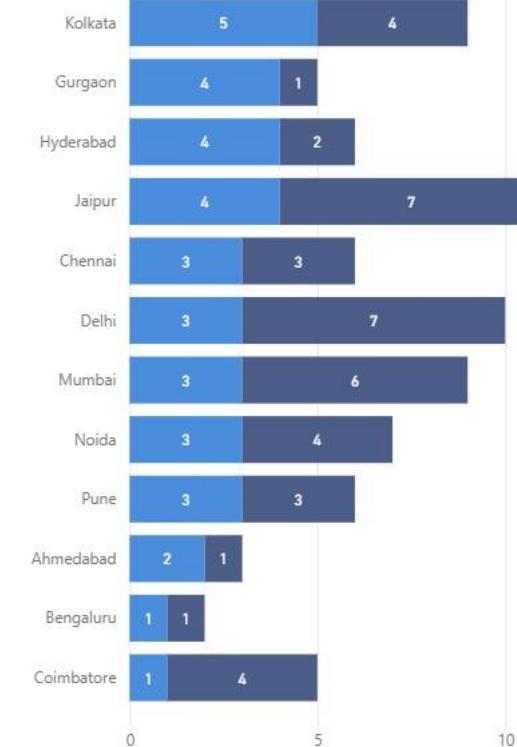
43

### Available Plots For Sales / Rentals

PropertyID	PropertyType	City	AddressLine	Square Feet	PricePerSqFt	ListPrice
144	Villa	Kolkata	460, Banjara Hills	1933	₹ 14,910.71	₹ 2,88,22,402.43
143	Apartment	Delhi	33, Ring Road	682	₹ 14,826.72	₹ 1,01,11,823.04
104	Condo	Ahmedabad	383, Park Street	927	₹ 14,688.54	₹ 1,36,16,276.58
64	Apartment	Mumbai	400, Palarivattom	677	₹ 14,417.55	₹ 97,60,681.35
52	Commercial	Hyderabad	473, Ring Road	3178	₹ 14,339.13	₹ 4,55,69,755.14
14	Commercial	Kolkata	889, MG Road	3125	₹ 14,264.12	₹ 4,45,75,375
42	Condo	Jaipur	419, Park Street	1927	₹ 13,974.21	₹ 2,69,28,302.67
138	Commercial	Jaipur	64, Gandhi Nagar	719	₹ 13,965.56	₹ 1,00,41,237.64
10	Condo	Noida	348, Palarivattom	2249	₹ 13,601.14	₹ 3,05,88,963.86
98	Apartment	Mumbai	255, OMR	1973	₹ 13,302.05	₹ 2,62,44,944.65
145	Apartment	Kolkata	183, Gandhi Nagar	3076	₹ 13,253.58	₹ 4,07,68,012.08
128	Condo	Noida	280, Bannerghatta Rd	949	₹ 13,138.25	₹ 1,24,68,199.25
60	Apartment	Chennai	114, Ring Road	1283	₹ 12,937.04	₹ 1,65,98,222.32
12	Villa	Delhi	443, Anna Salai	773	₹ 12,897.15	₹ 99,69,496.95
59	Apartment	Mumbai	460, Race Course	3251	₹ 12,888.88	₹ 4,19,01,748.88
108	Commercial	Coimbatore	726, Race Course	2477	₹ 12,853.62	₹ 3,18,38,416.74
2	Commercial	Hyderabad	284, OMR	1004	₹ 12,358.05	₹ 1,24,07,482.2
5	Apartment	Jaipur	463, Gandhi Nagar	2236	₹ 12,225.21	₹ 2,73,35,569.56
148	Apartment	Gurgaon	247, Bannerghatta Rd	2918	₹ 12,075.67	₹ 3,52,36,805.06

### Number of Properties Available by City

Available Properties Only      Offered Properties Count



# AVAILABLE PROPERTIES PAGE

# CUSTOMER DETAILS DRILL-THROUGH PAGE

## Comprehensive Customer Profile

Displays detailed metrics and contact info for individual customers to provide a full understanding of customer behavior.

## Clean and Intuitive Layout

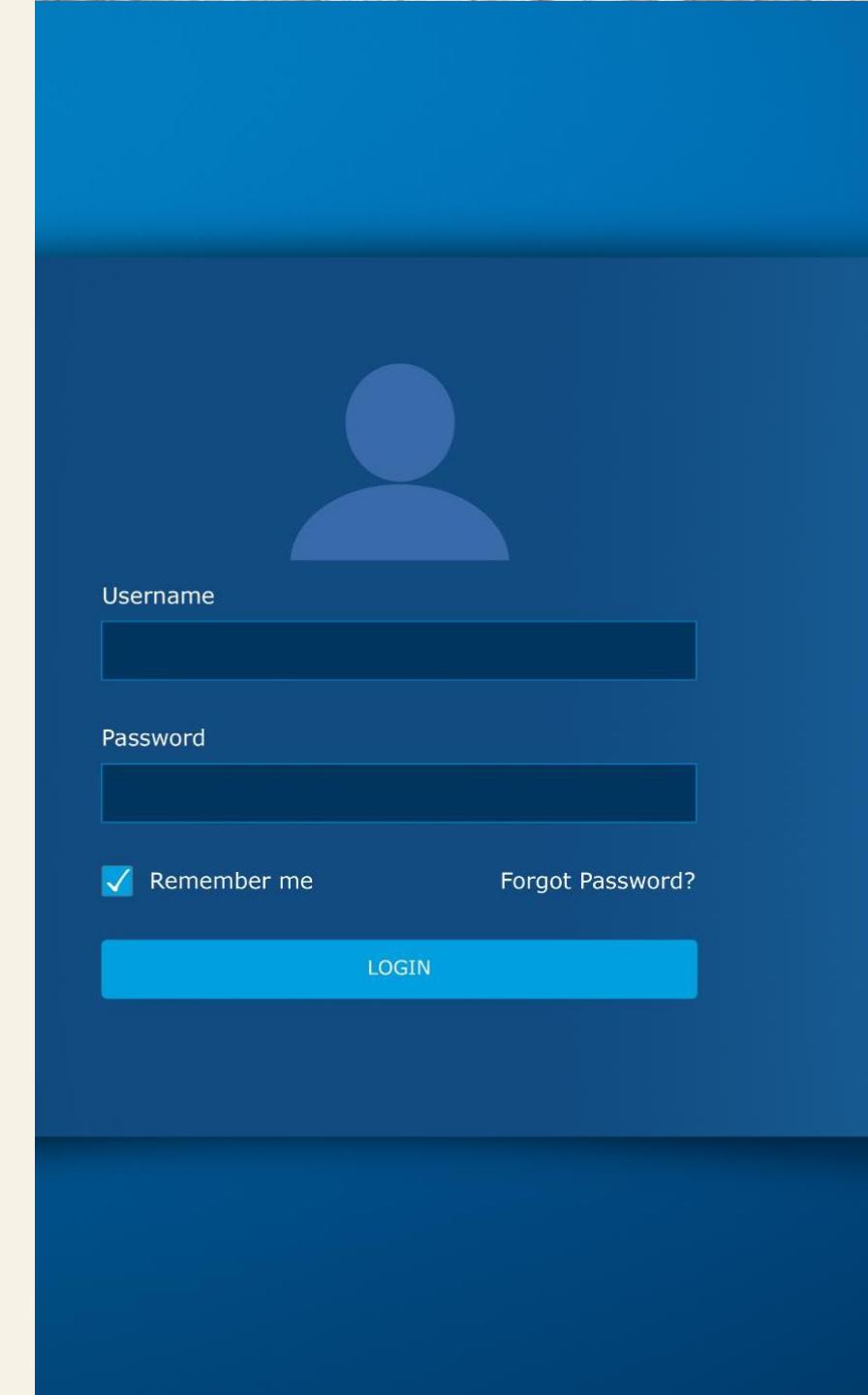
Features a prominent header, profile section, and KPI cards for quick and easy data reference by users.

## Enhanced Personalized Engagement

Empowers sales teams to tailor communication and offers using detailed customer insights from the drill-through page.

## Seamless Drill-Through Functionality

Allows smooth navigation from aggregated data to granular customer details for a seamless analytical experience.



## Customer Details

Go Back



**Swathi Verma (19)**

Customer Name (Id)

**3**

Number Of Property Purchased

**₹ 80.65M**

Property Value

**Under 50K**

Income Bracket

**Buyer**

Customer Segment

**8748309234**

Phone Number

**swathiverma@mail.com**

Email Address

**31 - 40**

Age Category

# USER DETAILS PAGE



# AGENT DETAILS DRILL-THROUGH PAGE



## Comprehensive Performance KPIs

Includes sales, rental counts, total amounts, and commission metrics to reflect agent contributions accurately.

## Agent Profile Details

Displays contact info, hire date, and active status to support HR and management needs effectively.

## User-Friendly Structured Layout

Designed for clarity and ease of use, mirroring customer pages for consistent navigation.

## Supports Decision-Making

Facilitates performance reviews and resource allocation through quick agent-specific data access.

## Agent Details

 Go Back



**Karan Verma (8)**

Agent Name (Id)

**7445662585**

Phone Number

**karanverma@agency.com**

Email Address

**23-02-2019**

HireDate

**Not Active**

First Active Status

**9**  
Number Of Sales

**₹ 210.68M**  
Total Sales Amount

**8**  
Number of Rentals

**₹ 0.93M**  
Total Rental Amount

**₹ 5.03M**  
Total Commision Amount

**AGENT DETAILS PAGE**



THANK YOU FOR  
VIEWING MY REAL  
ESTATE ANALYTICS  
DASHBOARD PROJECT!

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I'd love to connect, collaborate, or discuss how Power BI can solve real business challenges.

