



2023

# BIENES

Analysis for real estate property listing to  
identify potential marketing campaigns for  
boosting sales of BIENES

Melissa Vásquez

# BUSINESS QUESTIONS

## QUESTION 1

WHICH ARE THE TYPES OF PROPERTIES LISTED IN BIENES?

HOW MUCH TIME DOES IT TAKE FOR THE PROPERTIES TO BE SOLD?

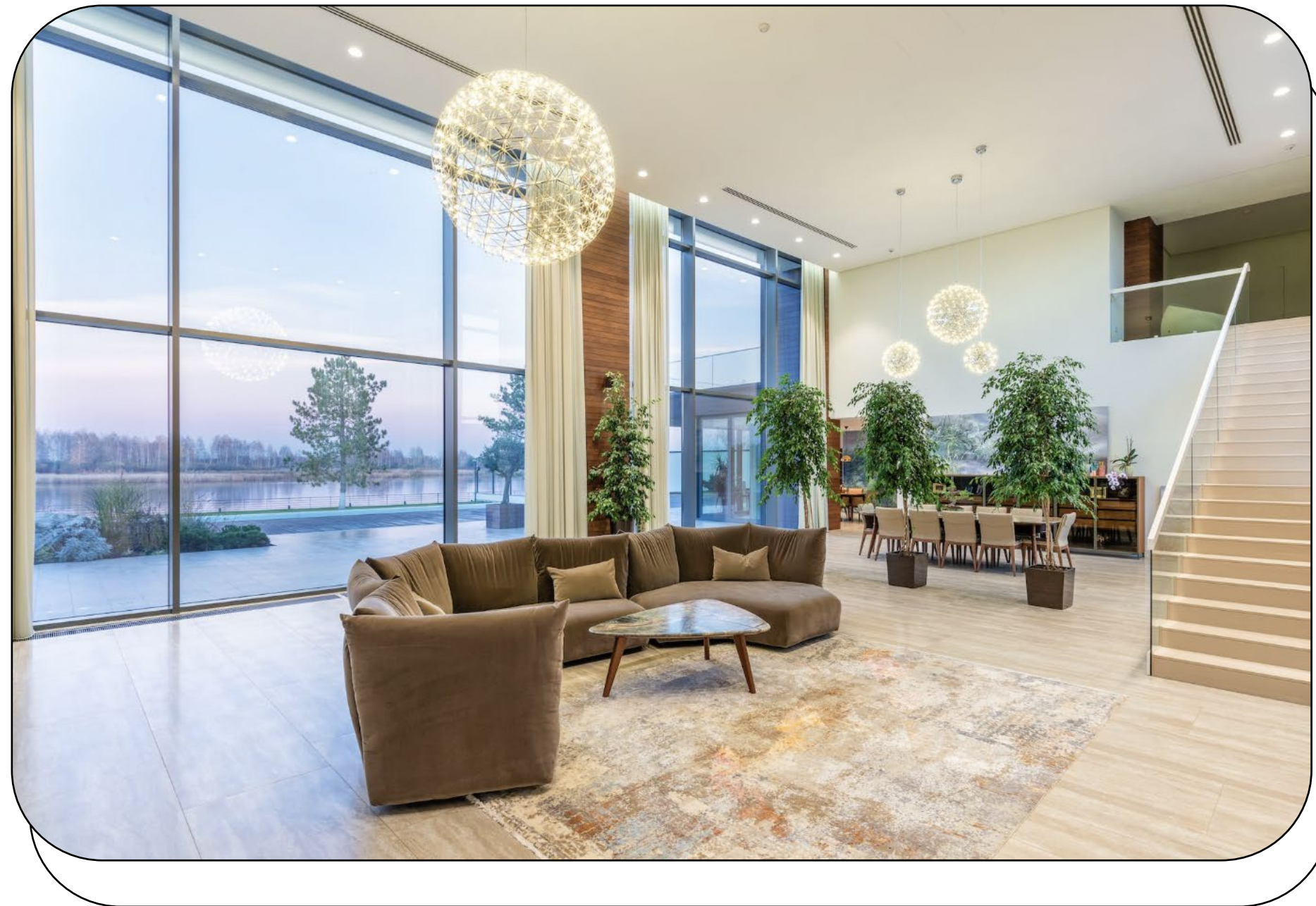
## QUESTION 2

WHAT IS THE AVERAGE PRICE OF THE PROPERTIES SOLD?

## QUESTIONS 3

WHICH LOCATION HAS MORE PROPERTIES LISTED?  
WHICH LOCATION SELL THE MOST?





**Most expensive  
Property**

Apartment in Barcelona € 2,977,318



**Least expensive  
Property**

Store in Girona **€ 163,920**



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## Average Sale Price

€1,216,914

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Store €1,246,854

Apartment €1,198,769

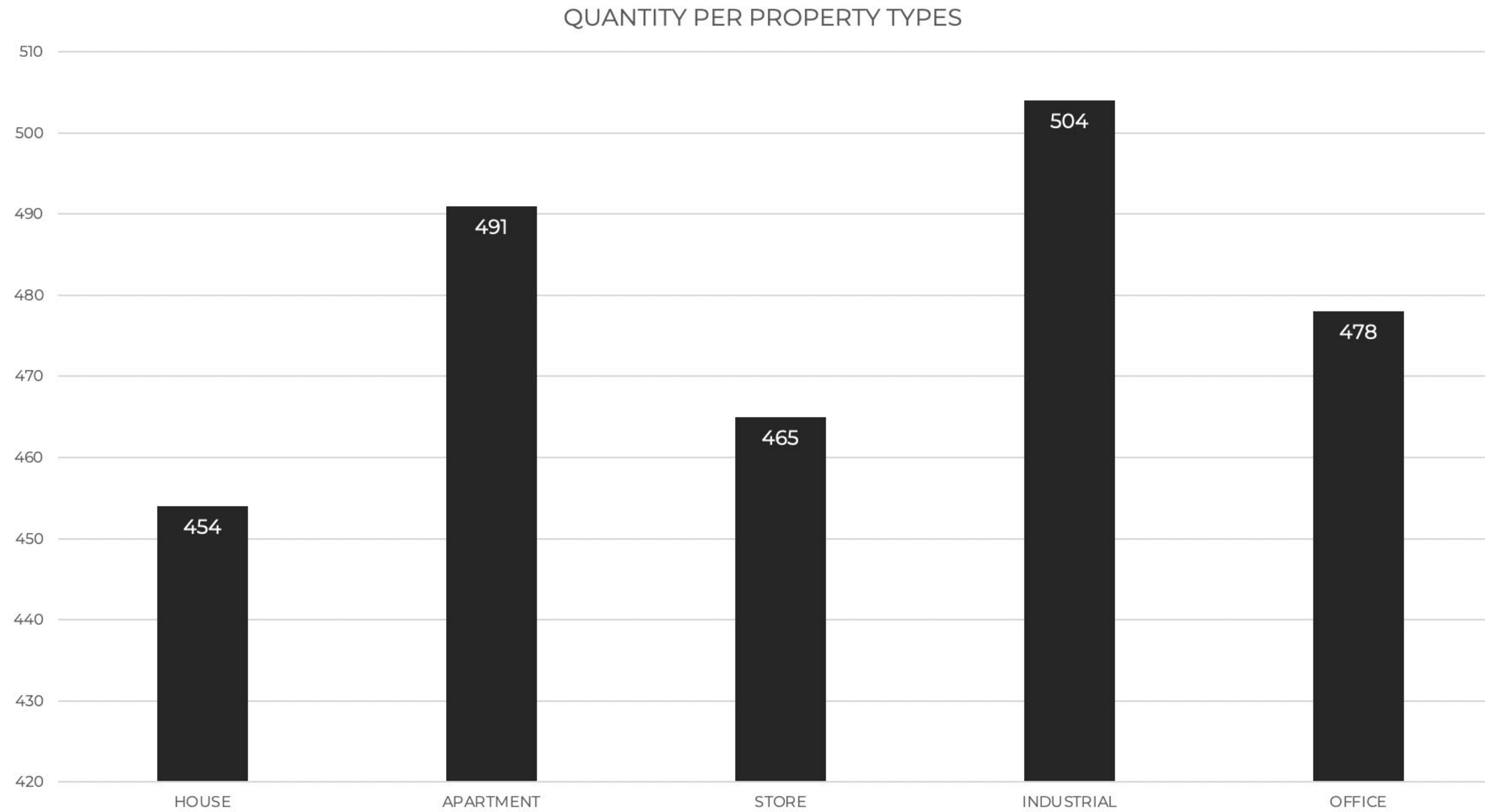
House €1,238,773

Office €1,207,228

Industrial €1,192,947

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# Quantity of propertires **sold** in total



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# Property Location



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25.80%

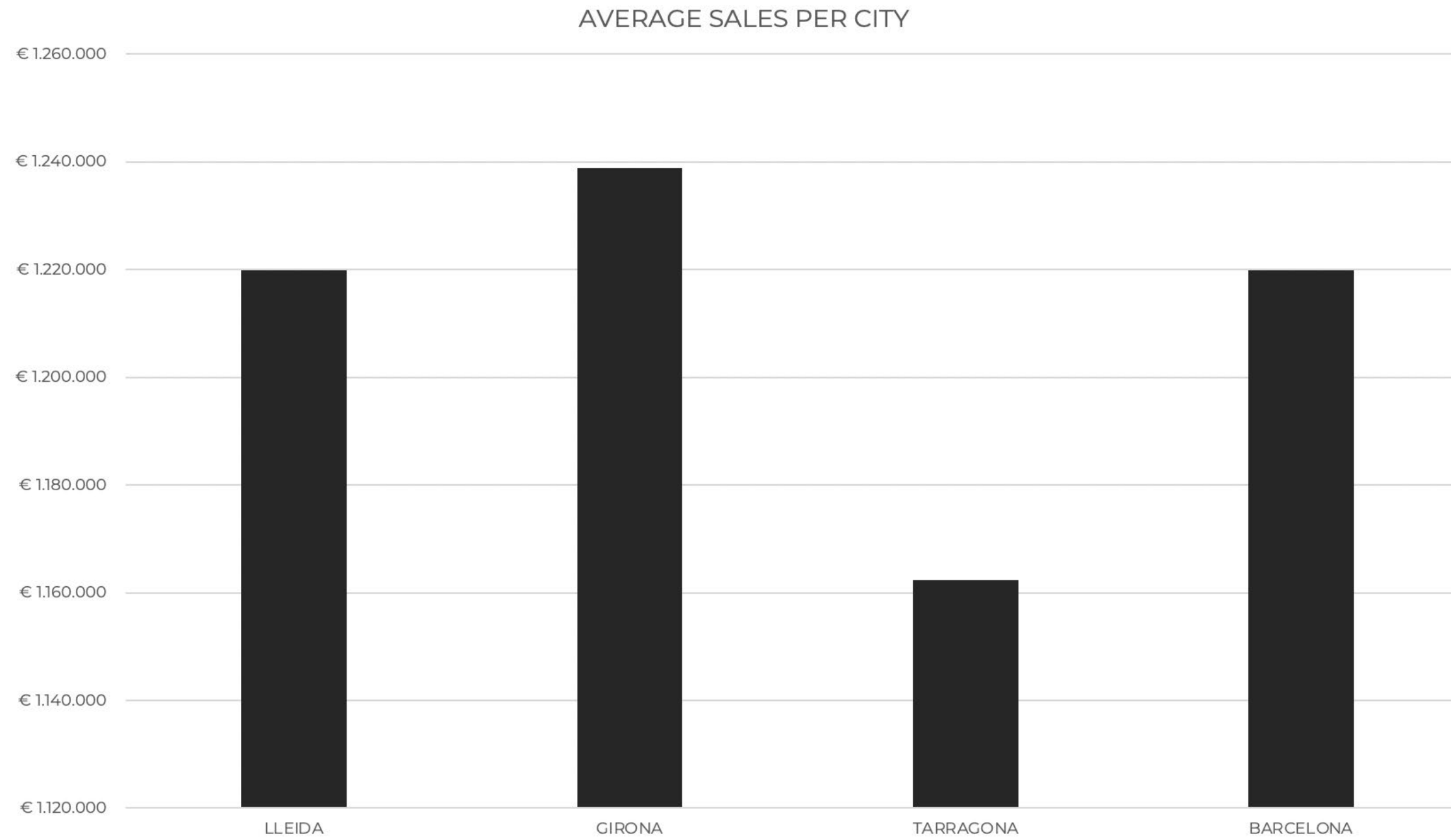
862 of the listings are located in Girona.

We can infer that the listings are distributed almost equal in all locations.



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The properties in **Girona** are the most expensive, followed by **Barcelona** and **Lleida** leaving **Tarragona** city with the least expensive properties



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50,64%

of the properties are listed for sales

1,690 of the listings sare for sale ° 1,647 of the listings are for rent

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# 21.09%

of the total of the properties are **Industrial**

454 houses ° 491 Apartments ° 465 Stores ° 504 Industrial ° 478 Office



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# 4 months

On average, property owners who listed their properties for sale had the opportunity to sell them within a span of 4 months.

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# To the stakeholders

Based on the information given by BIENES we can infer that the time to sell properties with BIENES is accurate and we can take different decisions based on the next steps to take to improve in different areas.

## Strategic campaigns

Persuade customers that require our services to increase the demand on stores and houses as properties to sell.

Direct campaigns on Tarragona to get more customers that have high level cost properties and will like to list them with BIENES

Focus in Tarragona and start looking for more locations in the south to expand the market of BIENES.

## Prices Estimate

Analyze the price strategy made in Girona and verify which listings sell the most, the type and date, to apply the strategy in other locations

Investigate different market prices for stores and houses to verify if we need to improve the negotiation of this property types.

Research marketing price in Tarragona and focus in that location at the moment.