

## REPORT

### PROPERTY SALES PERFORMANCE REPORT FOR 2023

The Reports are as follows:

Products

What happened?

Why

#### Internal elements

1. The products (KPI)
2. The Gender
3. The trend (weeks)
4. The Inspection rate
5. The Location

#### External (things has to do with the environment, government policies)

1. Most preferred Houses in Nigeria.
2. House prices (types)

### INTERNAL ELEMENTS

Product Analysis:

Explore the preferences of our customers regarding Houses and Types. Identify the top-selling models, analyze the popularity of different House categories, and uncover any trends or patterns in product preferences. This analysis will inform our inventory management and marketing efforts, ensuring that we stock the most in-

#### Facts ( WHAT HAPPENED)

##### The Products:

Total Distribution	
Row Labels	Count of Client ID
Commercial	104
Industrial	22
Residential	99
<b>Grand Total</b>	<b>225</b>

Commercial had the highest sales with 104 units of Houses, followed by Residential with 99 and Industrial 22.

### Conversion Rate

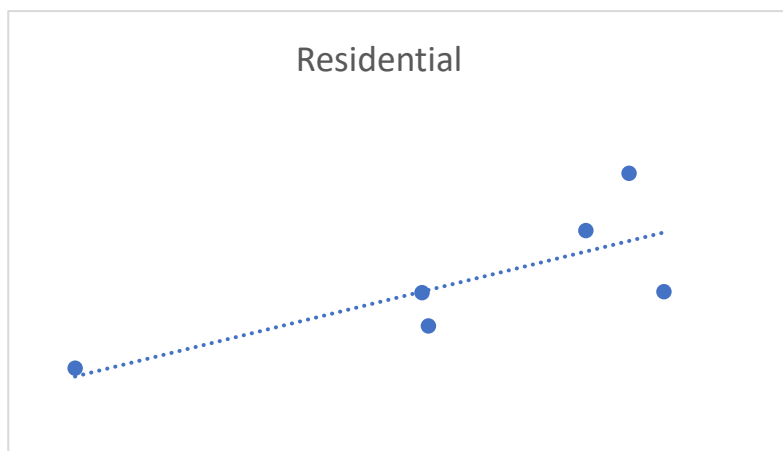
Count of Client			
ID	Column Labels		
Row Labels	Not Paid	Paid	
Commercial	65.4%	34.6%	
Industrial	100.0%	0.0%	
Residential	35.4%	64.6%	

34.6% (Approx. 35%) of the sales came from Commercial, 64.6%(Approx.65%) from residential and No sales from Industrial

**Insights (WHY):** 34.6% (Approx. 35%) of the sales came from Commercial, 64.6%(Approx.65%) from residential and No sales from Industrial

Commercial	Industrial	Residential	Paid
54.5%	40.9%	4.5%	22.7%
50.0%	12.5%	37.5%	41.7%
34.9%	4.7%	60.5%	41.9%
38.8%	8.2%	53.1%	57.1%
42.9%	0.0%	57.1%	71.4%
59.5%	2.4%	38.1%	33.3%

	Commercial	Industrial	Residential	Paid
Commercial	1			
Industrial	0.373551	1		
Residential	-0.73478	-0.90368	1	
Paid	-0.60121	-0.66969	0.767237	1



There is a strong positive correlation between Residential Properties and CR(0.767237). which means as you increase the number Leads interested in residential properties male leads, there will likely be an associated increase in the number of payment (CR)

On the other hand there is a moderate negative correlation between Commercial and industrial properties and CR(-0.6012, -0.6697). which means as you increase the number of leads interested in commercial and industrial properties, there will likely be an associated decrease in the number payment

### **Recommendation:**

Based on the correlation analysis, it is clear that different property types exhibit distinct relationships with the payment conversion rate (CR).

#### **1. Residential Properties:**

With a strong positive correlation (0.767), it is evident that increasing the number of leads interested in residential properties will likely lead to a rise in payment conversions. This suggests that residential properties are a promising avenue for generating higher revenue. Therefore, it is recommended to prioritize and expand marketing efforts towards residential property leads. This can be achieved by refining targeting strategies, enhancing engagement with potential buyers, and offering tailored incentives to convert these leads into payments.

#### **2. Commercial and Industrial Properties:**

Conversely, the moderate negative correlations for commercial (-0.601) and industrial (-0.670) properties indicate that an increase in leads for these property types is associated with a decrease in payment conversions. This could point to a mismatch in demand or challenges in the sales process for these sectors. To address this, it is recommended to:

- Reevaluate the current approach for commercial and industrial properties, identifying potential barriers to payment conversion.
- Consider restructuring marketing strategies, offering more competitive pricing, or improving the value proposition for these property types to reverse the negative trend.
- Focus on refining lead qualification processes to better identify high-quality leads likely to convert into payments.

By concentrating on the high-potential residential property market while addressing the issues in the commercial and industrial sectors, the overall payment conversion rates can be optimized.

Internal: Gender

By Gender			
Count of Client ID		Column Labels	
Row Labels	Male	Grand Total	
Chioma	21	21	
Chukwudi	22	22	
Funmi	26	26	
Ngozi	15	15	
Olumide	17	17	
Grand Total	101	101	

124 female, while we have 101 for Male

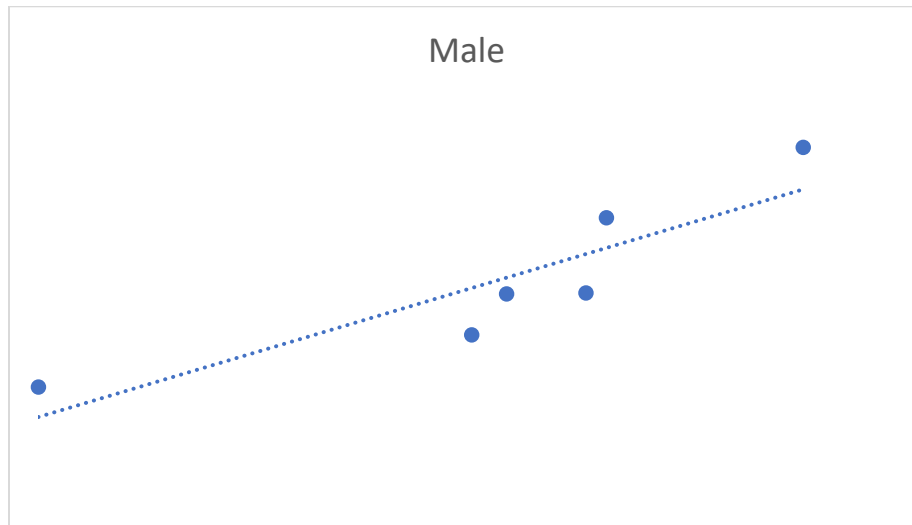
Gender by Conversion Rate				
Count of Client ID		Column Labels		
Row Labels	Female	Male	Grand Total	
Ahmed	100.0%	0.0%	100.0%	
Chioma	56.3%	43.8%	100.0%	
Chukwudi	48.8%	51.2%	100.0%	
Funmi	46.9%	53.1%	100.0%	
Ngozi	28.6%	71.4%	100.0%	
Olumide	59.5%	40.5%	100.0%	
Grand Total	55.1%	44.9%	100.0%	

55.1% for Female and 44.9% for Male

Insights (WHY): 55.1% for Female and 44.9% for Male, based on the number of these leads that were converted to payment

Female	Male	Paid
100.0%	0.0%	22.7%
56.3%	43.8%	41.7%
48.8%	51.2%	41.9%
46.9%	53.1%	57.1%
28.6%	71.4%	71.4%
59.5%	40.5%	33.3%

	<i>Female</i>	<i>Male</i>	<i>Paid</i>
Female	1		
Male	-1	1	
	-		
Paid	0.88994	0.889942	1



There is a strong positive correlation between male and CR(0.8899. which means as you increase the number of male leads, there will likely be an associated increase in the number of payment (CR)

On the other hand, there is a strong negative correlation between female and CR (-0.8899). which means as you increase the number of females leads, there will likely be an associated decrease in the number payment

### **Recommendation:**

The analysis reveals a significant gender-based disparity in payment conversion rates (CR) across male and female leads, which requires a strategic response.

#### **1. Male Leads:**

With a strong positive correlation (0.8899) between male leads and payment conversion, the data suggests that an increase in the number of male leads is likely to result in a higher number of payments. This implies that male leads have a higher likelihood of converting. To capitalize on this, it is recommended to:

- Focus marketing and sales efforts on attracting more male leads, leveraging targeted advertising, promotions, and engagement strategies that resonate with this demographic.
- Analyze the characteristics and behaviors of male leads to further refine the approach and enhance conversion rates. - Explore ways to personalize the sales funnel and communication channels to improve the experience for male leads and maximize their potential to convert.

2. Female Leads:

On the other hand, the strong negative correlation (-0.8899) between female leads and payment conversion indicates that an increase in female leads is associated with a decline in payment conversions. This suggests potential challenges in converting female leads into paying customers. To address this issue, it is recommended to:

- Investigate the reasons behind the lower conversion rates for female leads, potentially through customer feedback, focus groups, or deeper data analysis.
- Develop tailored marketing and sales strategies that address the unique needs and preferences of female leads to improve their engagement and likelihood to convert.
- Consider offering incentives, improved communication, or different value propositions to make the process more appealing and aligned with the expectations of female leads.

In summary, while increasing male leads appears to be a straightforward path to improving payment conversion rates, addressing the challenges with female leads is equally crucial for balanced growth. A dual approach that strengthens male lead engagement while improving female lead conversion can help optimize overall performance.

Internal: By Inspection

By Inspection			
Count of Client ID	Column Labels		
Row Labels	No	Yes	Grand Total
Ahmed		913	22
Chioma		1731	48
Chukwudi		1231	43
Funmi		643	49
Ngozi		120	21
Olumide		933	42
Grand Total	54	171	225

Number of inspections 225, 171 responded “YES” while 54 says “NO”

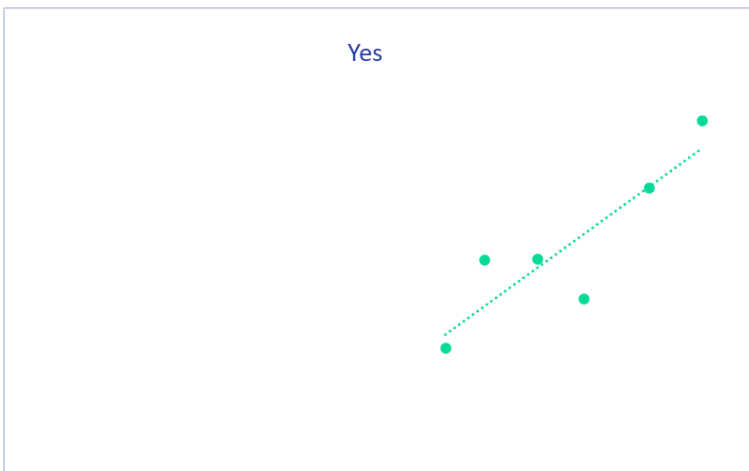
Inspection By Conversion			
Count of Client ID	Column Labels		
Row Labels	No	Yes	Grand Total
Ahmed	40.9%	59.1%	100.0%
Chioma	35.4%	64.6%	100.0%
Chukwudi	27.9%	72.1%	100.0%
Funmi	12.2%	87.8%	100.0%
Ngozi	4.8%	95.2%	100.0%
Olumide	21.4%	78.6%	100.0%
Grand Total	24.0%	76.0%	100.0%

76% says "YES" while 24% says "NO"

**Insights (WHY):** 76% says "YES" while 24% says "NO"

No	Yes	Paid
40.9%	59.1%	22.7%
35.4%	64.6%	41.7%
27.9%	72.1%	41.9%
12.2%	87.8%	57.1%
4.8%	95.2%	71.4%
21.4%	78.6%	33.3%

	No	Yes	Paid
No	1		
Yes	1	1	
Paid	-0.88059	0.880587	1



There is a strong positive correlation between leads that for inspection and CR (0.8806). which means as you increase the number Leads go for inspection, there will likely be an associated increase in the number of payment (CR)

On the other hand, there is a Strong negative correlation between leads that did not go inspection and CR (-0.6012, -0.8806). which means as you increase the number of leads interested in commercial and industrial properties, there will likely be an associated decrease in the number payment

## **Recommendation:**

The correlation analysis indicates that the inspection process plays a crucial role in the conversion of leads into payments (CR), with significant disparities between those who attend inspections and those who do not.

### **1. Leads Attending Inspections:**

The strong positive correlation (0.8806) between leads attending inspections and payment conversion suggests that the more leads go for property inspections, the higher the likelihood of converting them into paying customers. This highlights the importance of the inspection stage in the sales process. To maximize this opportunity, it is recommended to:

- Encourage more leads to attend property inspections by offering incentives such as flexible scheduling, virtual tour options, or guided walkthroughs that make inspections more accessible and appealing.
- Provide an exceptional inspection experience, where leads receive comprehensive information, personalized attention, and opportunities to address their concerns. This can increase their confidence in the purchase decision.
- Integrate follow-up strategies immediately after inspections to nurture leads and capitalize on their interest while it's at its peak.

### **2. Leads Not Attending Inspections:**

The strong negative correlation (-0.8806) between leads not attending inspections and payment conversion indicates that leads who skip the inspection phase are significantly less likely to convert. This underscores the importance of motivating these leads to engage in inspections. To address this, it is recommended to:

- Investigate why some leads are not attending inspections and remove any barriers, whether it be scheduling conflicts, transportation issues, or lack of interest.
- Provide alternative ways to experience the property for leads who may be hesitant or unable to attend physical inspections, such as virtual tours, video walkthroughs, or live remote inspections with real-time interaction.
- Improve pre-inspection communication to emphasize the value and benefits of attending an inspection, potentially highlighting how it increases the likelihood of making an informed purchase decision.

**By focusing on increasing inspection attendance and addressing the challenges faced by those who do not attend, you can enhance the payment conversion rate (CR) and optimize the overall lead conversion process.**