

Luxury Housing Sales Analysis – Bengaluru

Market Insights, Trends, and Performance Overview

Agenda

1. Market Trends■2. Builder Performance■3. Amenity Impact■4. Booking Conversion■5. Configuration Demand■6. Sal

Market Trends

- **Luxury housing bookings analyzed quarter by quarter**■
- **Segmented across Bengaluru micro-markets**■
- **Line chart vis**

Builder Performance

- Ranking builders by total ticket sales■
- Comparison of average ticket sizes■
- Bar chart / Table visualization

Amenity Impact

- Correlation between Amenity Score and Booking Success ■
- Scatter plot with project count as bubble size

Booking Conversion

- Conversion rates across micro-markets
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- Stacked column chart for booking status distribution

Configuration Demand

- **Most in-demand housing configurations (3BHK, 4BHK, etc.)** ■ • **Pie/Donut chart recommended**

Sales Channel Efficiency

- **Contribution of different sales channels to bookings** ■ • **100% stacked column chart recommended**

Quarterly Builder Contribution

- Builder market dominance across quarters■
- Matrix table visualization (Builder vs Quarter)

Possession Status Analysis

- Effect of possession status on buyer type and booking■
- Clustered column chart recommended

Geographical Insights

- **Concentration of luxury housing projects in Bengaluru**■
- **Map visualization using Micro-Market or coordinates**

Top Performers

- Top 5 builders by revenue and booking success■
- KPI cards and drill-through to project details