

Best Markets

A marketing team manager wants to know: What are currently the five best markets for Smiley Real Estate? What evidence do you have for that? Also, did you notice anything of interest that we could share with an outside audience (a pure market data trend)?

Interesting Market Trend to Share

See [Google Sheet tab "Interesting Market Trend to Share w/ Outside"](#)

Smiley Real Estate is able to help their customers buy/sell their home on average 8 times faster than the market! The Smiley Real Estate Team has a median of 5 to 6 days to close depending on the market, whereas the market's median days to close ranges from 12 to 92! Depending on the market, Smiley Real Estate days to close is 2 to 15 times faster than the market! No wonder the Smiley Real Estate team has helped more customers almost every month this year - with an increase of nearly 38% from January to October in 2025! If you are looking for a real estate team that can get you results fast, give the team at Smiley Real Estate a call.

There are a number of ways of determining the best market for Smiley Real Estate, but to keep this simple and since the total in sales is what ultimately impacts the bottom line we'll assess the best markets based on which markets had the most dollars in closed sales. Depending on what time frame is used to define currently, here are the 5 best markets:

The 5 Best Markets Last 30 Days

1. las_vegas_nv - \$25,867,799.00
2. grand_rapids_mi - \$24,744,524.00
3. miami_fl - \$24,330,273.00
4. virginia_beach_va - \$22,452,628.00
5. milwaukee_wi - \$22,417,126.00

The 5 Best Markets for November 2025

1. las_vegas_nv - \$13,231,577
2. miami_fl - \$10,744,287
3. richmond_va - \$10,606,528
4. jacksonville_fl - \$10,353,976
5. washington_dc - \$10,348,886

The 5 Best Markets for October 2025

1. riverside_ca - \$23,088,521
2. grand_rapids_mi - \$22,488,693
3. seattle_wa - \$22,224,664
4. providence_ri - \$20,834,350
5. milwaukee_wi - \$20,408,234

The 5 Best Markets for 2025

1. Seattle, WA - \$158,307,881
2. Grand Rapids, MI - \$156,174,194
3. Jacksonville, FL - \$150,300,813
4. Miami, FL - \$149,932,321
5. Las Vegas, NV - \$149,920,376

Best Agents

A sales team manager wants to know: Who is the best agent we have in each market? Why do you think these people are the best - not specifically for each agent, but in general, why are these the top agents?

The best agent can be measured a number of ways, but for the sales manager, they would most likely be interested in:

- total \$ in sales
- total number of sales closed
- close rate
- Avg customer review rating
- median number of days to close
 - How does this compare to the market median number of days to close

These would need to be weighted and combined, but to keep this simple, let's look at just two:

1. Close rate in 2024
2. Total dollars closed so far in 2025

Best Agents by 2024 Close Rate

	market_id	agent_id	close_rate
1.	atlanta_ga	kwame_patel_238	0.346154
2.	austin_tx	david_hassan_310	0.310811
3.	baltimore_md	arjun_martinez_306	0.238462
4.	birmingham_al	david_nguyen_46	0.262295
5.	boston_ma	arjun_campbell_251	0.261905
6.	buffalo_ny	james_rodriguez_654	0.322404
7.	charlotte_nc	james_ramirez_563	0.210674
8.	chicago_il	emily_walker_196	0.287671

9.	cincinnati_oh	mina_johnson_715	0.383562
10.	cleveland_oh	lucia_clark_4	0.297619
11.	columbus_oh	keisha_scott_367	0.214286
12.	dallas_tx	patricia_young_347	0.356250
13.	denver_co	latoya_walker_552	0.294118
14.	detroit_mi	keisha_mitchell_474	0.327103
15.	fresno_ca	ling_baker_297	0.273543
16.	grand_rapids_mi	isabella_hill_209	0.413793
17.	houston_tx	elizabeth_hill_669	0.219048
18.	indianapolis_in	emily_hernandez_789	0.371429
19.	jacksonville_fl	miguel_clark_518	0.384615
20.	kansas_city_mo	ebony_perez_993	0.289617
21.	las_vegas_nv	tanya_smith_209	0.337748
22.	los_angeles_ca	camila_robinson_734	0.252632
23.	louisville_ky	lucia_king_442	0.352941
24.	memphis_tn	emily_ramirez_702	0.228723
25.	miami_fl	hassan_lewis_806	0.247788
26.	milwaukee_wi	yuki_gonzalez_576	0.316062
27.	minneapolis_mn	charles_hall_449	0.287582
28.	nashville_tn	miguel_johnson_725	0.438776

29.	new_york_ny	jin_harris_955	0.300000
30.	oklahoma_city_ok	jamal_thompson_60	0.340000
31.	orlando_fl	hiroshi_nelson_577	0.224670
32.	philadelphia_pa	emily_khan_248	0.320513
33.	phoenix_az	matthew_ramirez_718	0.311594
34.	pittsburgh_pa	amanda_mitchell_568	0.315476
35.	portland_or	daniel.ali_824	0.269504
36.	providence_ri	zainab_abdullah_560	0.314286
37.	raleigh_nc	raj_hill_659	0.393162
38.	richmond_va	margaret_baker_681	0.309942
39.	riverside_ca	carlos.young_28	0.370000
40.	sacramento_ca	ahmad_walker_939	0.280193
41.	salt_lake_city_ut	linda_washington_623	0.270833
42.	sanantonio_tx	joseph_walker_394	0.333333
43.	san_diego_ca	tyrone_walker_565	0.333333
44.	san_francisco_ca	latoya_scott_543	0.317460
45.	san_jose_ca	richard_martinez_610	0.236559
46.	seattle_wa	william_king_267	0.355140
47.	st_louis_mo	jose_rodriguez_557	0.298780
48.	tampa_fl	minh_harris_725	0.307229

49.	virginia_beach_va	carlos_martinez_859	0.350649
50.	washington_dc	david_williams_651	0.287958

Best Agents by 2025 Total Sales Amount

	market_id	agent_id	amount
1.	atlanta_ga	arjun_robinson_452	11110984.0
2.	austin_tx	daniel_white_11	11868074.0
3.	baltimore_md	kenji_hernandez_461	9034126.0
4.	birmingham_al	hassan_washington_575	10490995.0
5.	boston_ma	robert_jones_846	8425685.0
6.	buffalo_ny	imani_thompson_24	8810653.0
7.	charlotte_nc	anthony_williams_805	14075699.0
8.	chicago_il	patricia_patel_670	10590642.0
9.	cincinnati_oh	dorothy_gonzalez_346	12690519.0
10.	cleveland_oh	ali_hall_3	12971220.0
11.	columbus_oh	latoya_robinson_252	13139450.0
12.	dallas_tx	emily_lewis_40	9976622.0
13.	denver_co	barbara_young_102	9363799.0
14.	detroit_mi	tyrone_thompson_561	9666747.0
15.	fresno_ca	miguel_ramirez_448	7524706.0

16.	grand_rapids_mi	carlos_washington_236	8514920.0
17.	houston_tx	nia_carter_430	10930376.0
18.	indianapolis_in	aya_jackson_584	9303932.0
19.	jacksonville_fl	haruka_smith_116	12388362.0
20.	kansas_city_mo	dorothy_martinez_83	11103548.0
21.	las_vegas_nv	camila_singh_380	12409636.0
22.	los_angeles_ca	priya_young_89	10702076.0
23.	louisville_ky	sarah_ramirez_872	9186275.0
24.	memphis_tn	arjun_patel_669	11411910.0
25.	miami_fl	lakshmi_mohamed_440	8619745.0
26.	milwaukee_wi	dorothy_mohamed_578	12103573.0
27.	minneapolis_mn	jason_davis_983	12270301.0
28.	nashville_tn	mina_kim_869	10007892.0
29.	new_york_ny	wei_washington_873	9440336.0
30.	oklahoma_city_ok	keisha_campbell_177	11411215.0
31.	orlando_fl	miguel_williams_122	10184267.0
32.	philadelphia_pa	camila_nguyen_189	9028367.0
33.	phoenix_az	daniel_lopez_224	14829419.0
34.	pittsburgh_pa	jessica_evans_748	8870824.0
35.	portland_or	michael_hall_387	13670572.0

36.	providence_ri	zainab_abdullah_560	10479025.0
37.	raleigh_nc	aya_mitchell_864	13495272.0
38.	richmond_va	mary_nguyen_316	9393062.0
39.	riverside_ca	james_jackson_628	9985383.0
40.	sacramento_ca	carlos_jones_151	12213506.0
41.	salt_lake_city_ut	mei_nguyen_346	10958449.0
42.	sanantonio_tx	jason_mitchell_515	12404497.0
43.	san_diego_ca	mohammed_hernandez_381	8094724.0
44.	san_francisco_ca	layla_campbell_987	8593591.0
45.	san_jose_ca	kenji_smith_102	9890752.0
46.	seattle_wa	ahmad_campbell_232	12550246.0
47.	st_louis_mo	joseph_torres_894	11380961.0
48.	tampa_fl	minh_kim_554	9021676.0
49.	virginia_beach_va	imani_kim_217	9846122.0
50.	washington_dc	david_singh_656	10813423.0

One area for growth

A company executive wants to know: What is one area in which the company might improve their sales or marketing strategy in the future based on what you see in the data? Make an easy to understand case for that new strategy.

The following is based on the analysis on the [Google Sheets](#):

1. markets
2. Agent Performance by Market

Given these stats about Smiley Real Estate:

1. Between 12 - 27 agents in each market
2. Average close rate between 14% - 18%
3. Median days to close* between 5 and 6 days for every market - regardless of the market median days to close!

* calculated as the days between the customer signing up with Smiley Real Estate and the closed sale date.

Since Smiley Real Estate agents have a very fast median days to close, regardless of the median days to close in the market. We should leverage our speed in a slower market. Smiley Real Estate agents will run circles around the competition and we can market that fact! We also want a market with lots of inventory and a higher median close price.

The best market for this is Miami, FL:

1. the slowest sale cycle with a median of 92 days on market
2. the most listings on the market at 47,180
3. A decent median closing price of \$560,000

The area for growth that jumps out to me is to focus on recruiting more agents and marketing in Miami, FL. Smiley Real Estate agents on average close 15 times faster than the market in Miami, FL! Recruiting more agents will increase the sales capacity, and if the new agents can be trained up to the Smiley Real Estate standards of the other Miami agents and maintain that median of 6 days to close with a close rate of 16%, Smiley Real Estate will be able to have the biggest impact on their bottom line for their marketing dollars.

What if you had more time and data sources?

The data team manager wants to know: Let's say you had two weeks for this project and any data sets you might imagine. What are a few ways you could improve your analysis? Assume you have data engineers in place to help you get the data and set you up for success.

Initial Data Exploration

I would spend more time checking the data for errors. I did come across and take into account a couple of data errors, like one agent was listed as being in the orlando_fla market instead of the orlando_fl market like all the other Orlando agents, or the house sold in Detroit, MI for \$39 million. I'm sure there are other data issues I missed.

Improvements for Best Market:

I would want to do some more analysis on how Smiley Real Estate compares to the market. For example, what % of the listings closed in the last 30 days were ours? I'd also like to get actual stats for the Total \$ Closed in each market for the last 30 days, I just approximated this using the median close price times the number of closed listings. Then we can see what % of the dollars closed in the last 30 days were closed by Smiley. Understanding how much of the market share we have can help determine which is our best market and where our opportunities are for growth.

Improvements for Best Agent:

I mentioned previously there were several factors that the sales manager would be interested in, and they would need to be weighted. I would work with the data engineering team and do some machine learning to see how to weigh each of these factors that will result in the largest amount in closed sales so the appropriate incentives can be put in place for the sales team.

I would also want to see the trend in agent performance over time, to see how their close rate goes up or down each year, quarter, and month.

Improvements for Area for Growth

I would want to get more data on how satisfied customers are with their agents. The number of reviews for each agent ranges from 0 to 15, which is a rate of 0 to 20%, and overall we have 111 reviews from 4,595 customers, a paltry 2.4% that doesn't give us much insight into how happy our agents are leaving our customers. We want smiley customers and 2% feedback rate doesn't give us enough insight into if we are accomplishing that. We are missing out on feedback from nearly 98% of our customers. We should have an incentive in place for customers to give our agents an internal review, and if it is a positive review, ask them to share their experience on a review platform like Google, Yelp, Trust Pilot, etc will strengthen our brand, trust, and SEO. Also, happy customers are more likely to refer Smiley to others.

Describe your process

In your own words, describe the process you went through to find the above results. Mention any tools you used, any significant challenges you faced, and how you overcame them. No need for perfect language, we're just interested in your thought process.

I first started exploring the data on the Google Sheet and the Jupyter notebook. After exploring and getting familiar with the data I began working through the assignment. For some of the requests I already had created a pivot table or a cell that would answer it, or could quickly and easily make a pivot table or alter a cell. All of the analysis I did could have been done on either tool, but I wanted to use both as a demonstration of my familiarity with both tools.