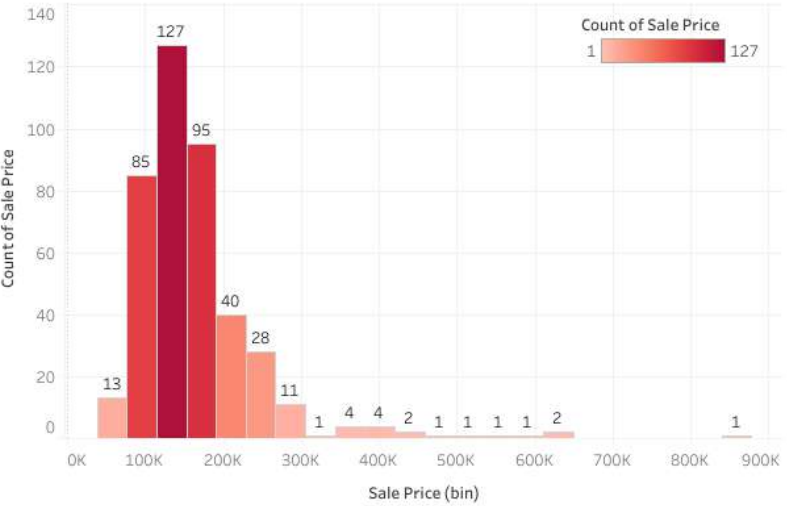
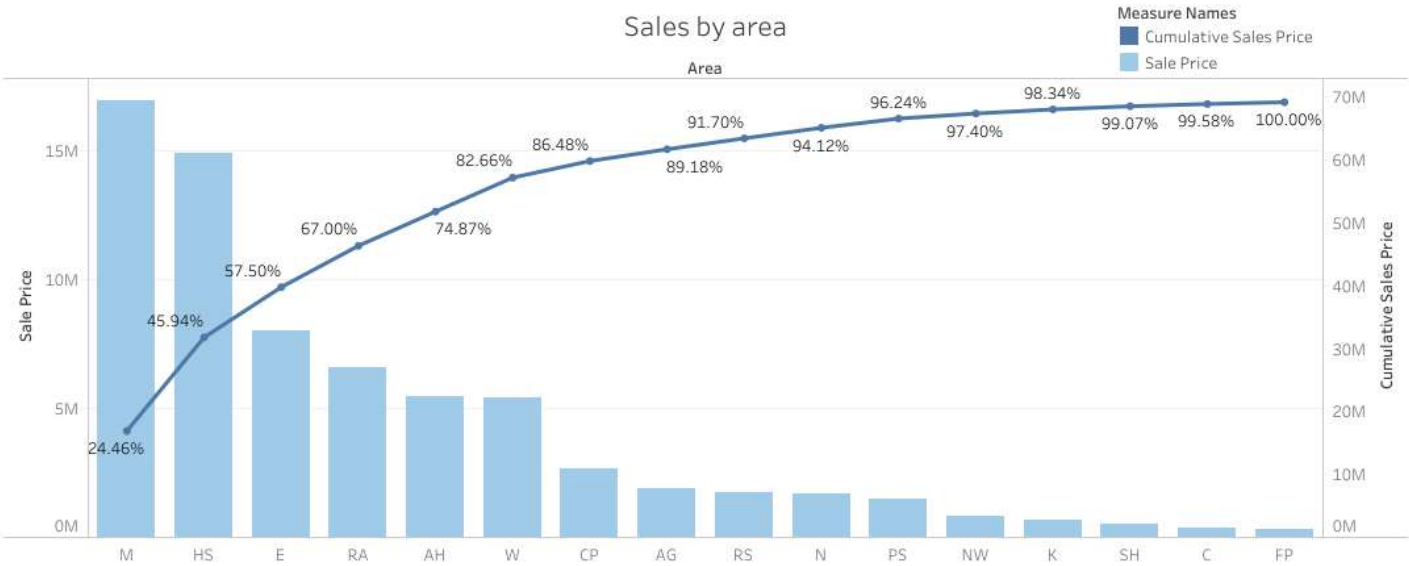


Sales Analysis Dashboard

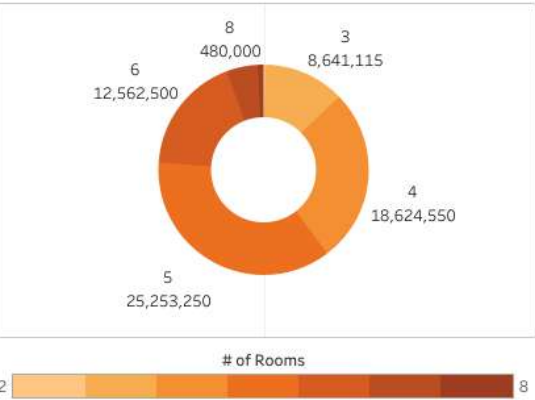
Sales Price Distribution



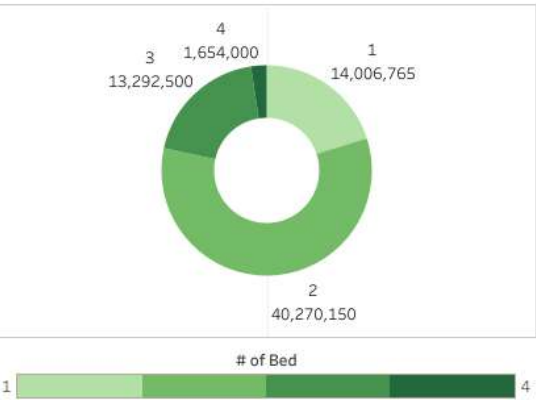
Sales by area



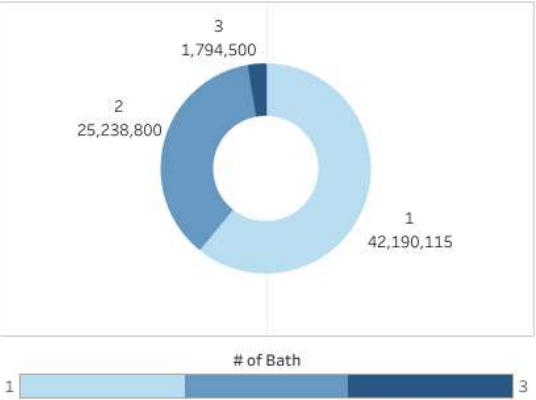
No. of Rooms & Sales



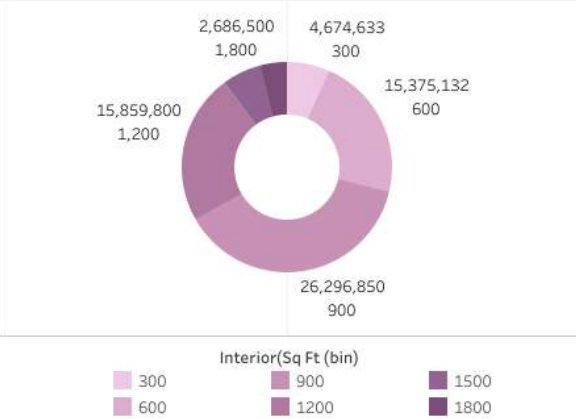
No. of Bed & Sales



No. of Bath & Sales

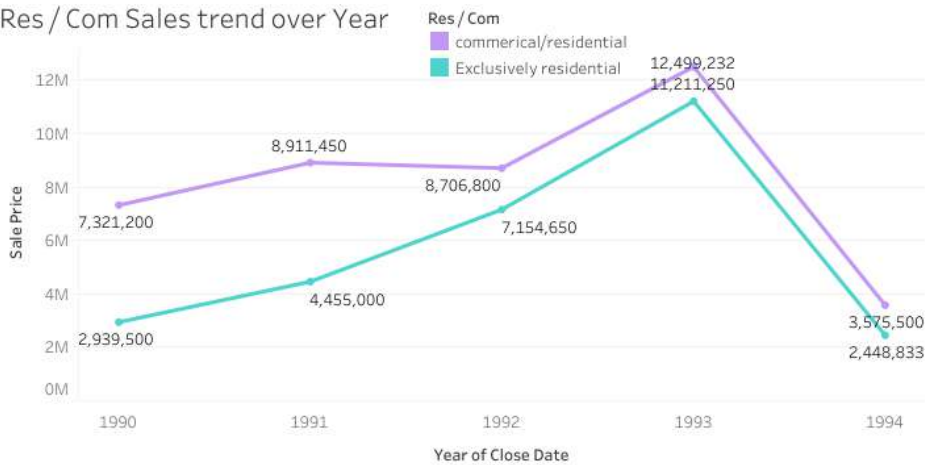


Interior Sq Ft & Sales

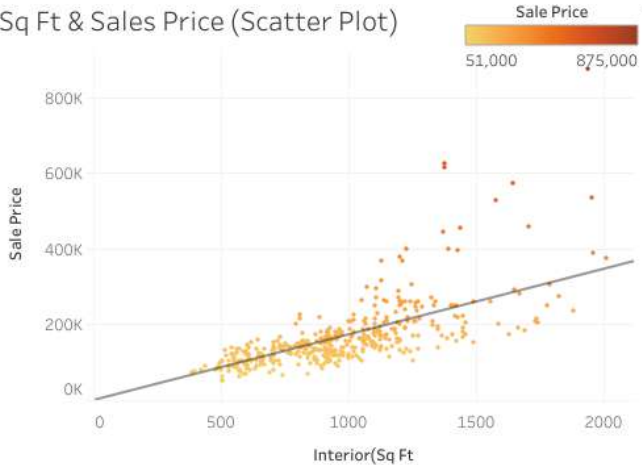


Sales Trend Dashboard

Res / Com Sales trend over Year



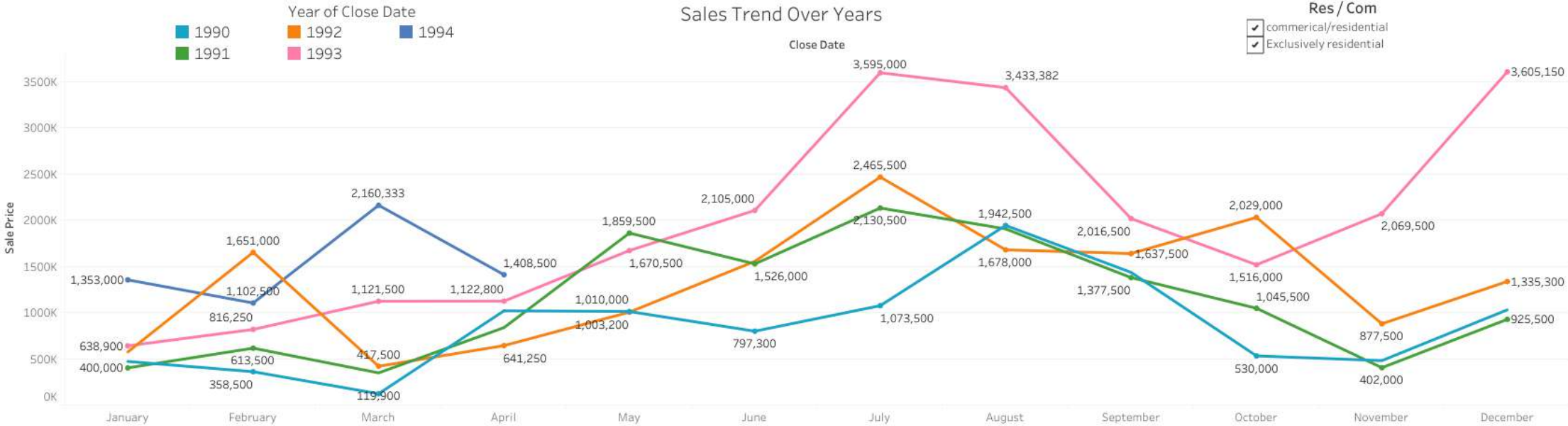
Sq Ft & Sales Price (Scatter Plot)



Tax & Sales Price (Scatter Plot)



Year of Close Date



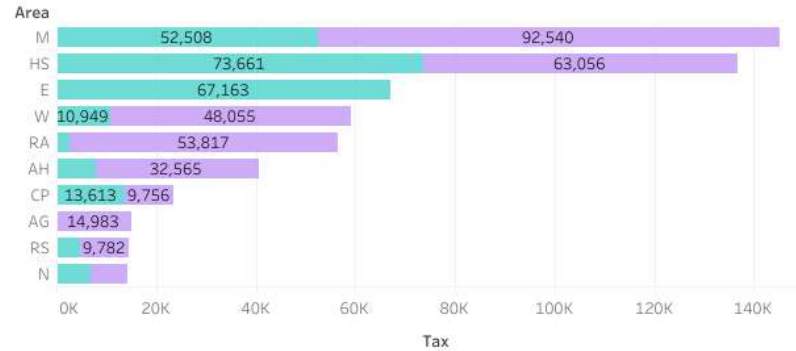
Tax Analysis Dashboard

Res / Com

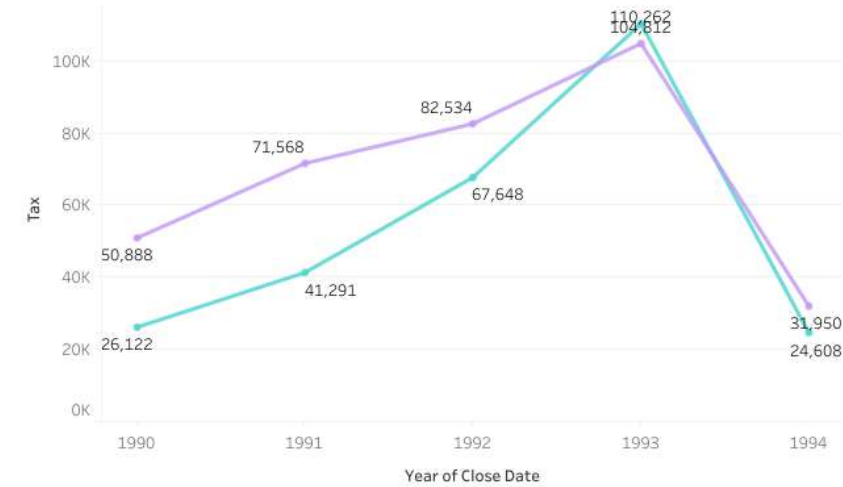
commerical/residential
Exclusively residential

Top N

Top N Area by Tax



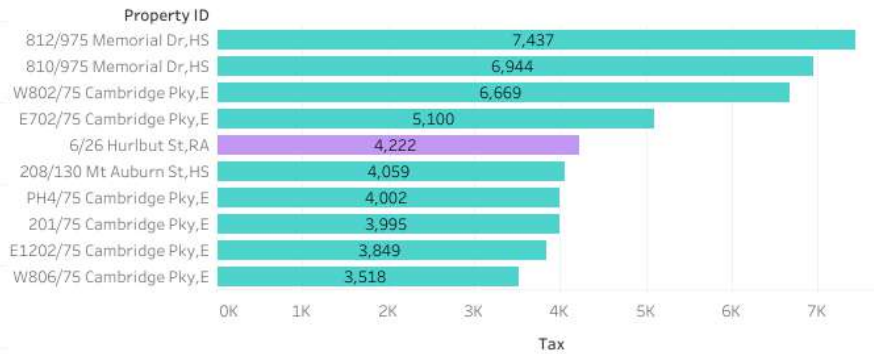
Tax Trend Over Year



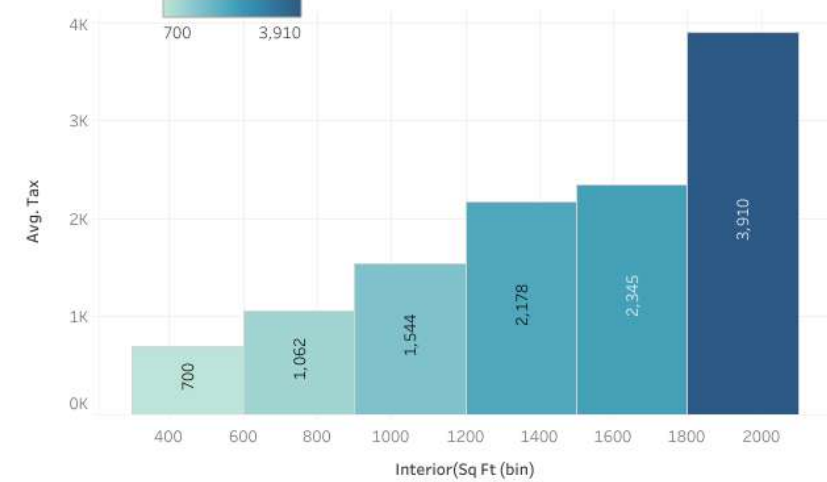
Total Tax by Res / Com



Top N Property by Tax



Tax by Sq Ft

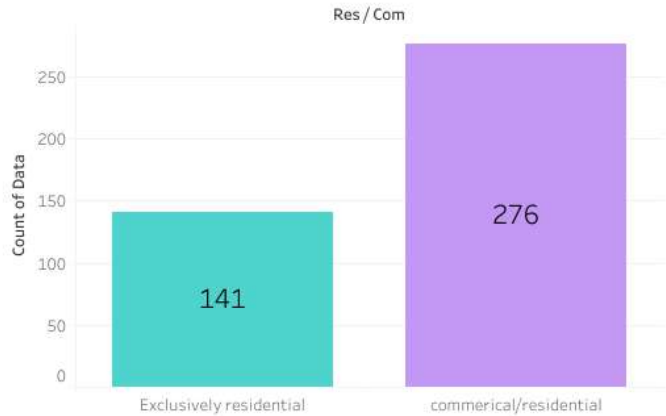


Top Location & Property Dashboard

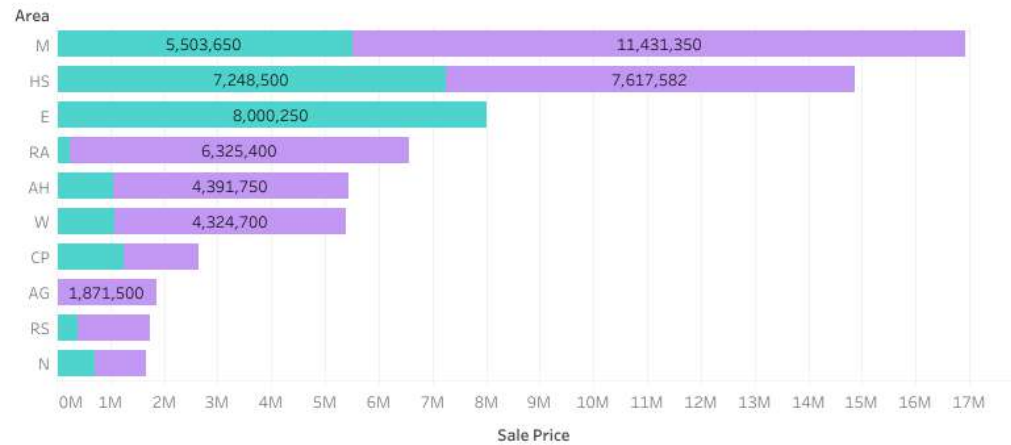
Res / Com
commerical/residential
Exclusively residential

Top N

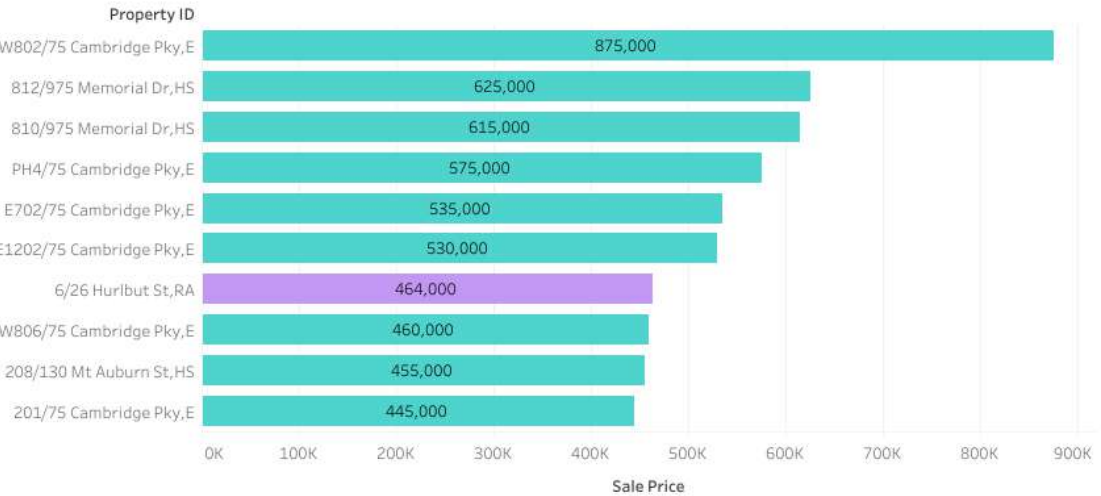
Property Purpose



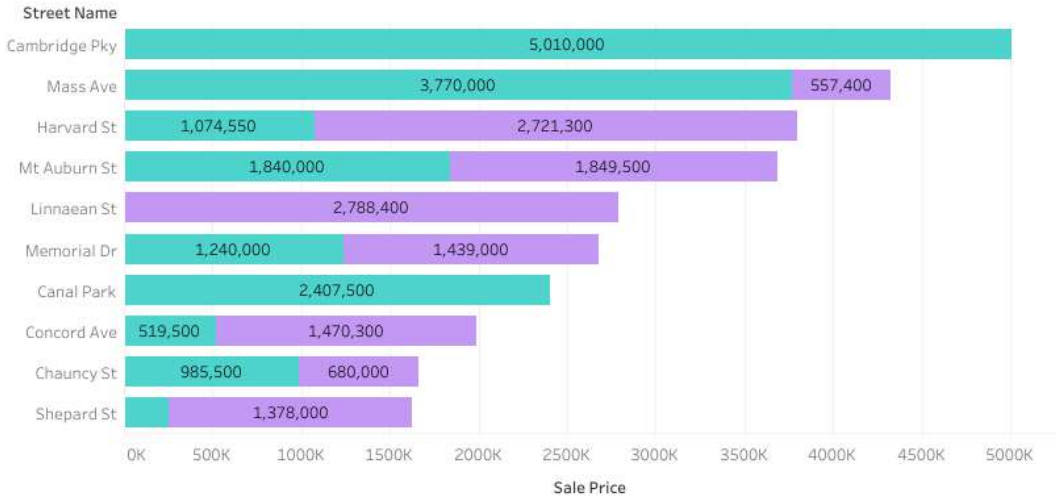
Top N by Area



Top N by Property



Top N by Streets



Area & Property Analysis Dashboard

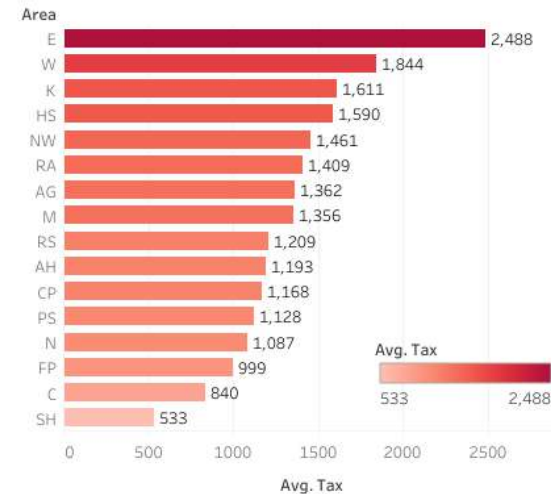
Profit & Loss

Area	Street Name	Property ID	First Price	Last Price	Sale Price
AG	Arcadia St	2/5 Arcadia St,AG	127,000	127,000	125,000
	Carver St	2/20 Carver St,AG	189,000	180,000	177,000
	Garfield St	5/61 Garfield St,AG	178,000	164,900	155,000
		6/76 Garfield St,AG	165,000	165,000	158,000
	Hammond St	3/70 Hammond St,AG	184,000	169,000	166,500
	Newport Rd	2/4 Newport Rd,AG	195,000	195,000	185,500
		4/3 Newport Rd,AG	187,000	178,000	170,000
		7/2 Newport Rd,AG	178,000	169,000	163,500
	Prentiss St	1/64 Prentiss St,AG	160,000	160,000	156,000
		3/64 Prentiss St,AG	139,900	138,000	135,000
AH	Wendell St	2/47 Wendell St,AG	295,000	295,000	280,000
	Avon St	2/10 Avon St,AH	179,500	169,500	166,000
		3/10 Avon St,AH	147,500	147,500	145,000
		7/2 Avon St,AH	154,500	154,500	150,700
		5/2 Avon St,AH	119,900	119,900	118,000
		6/2 Avon St,AH	179,900	174,500	166,000
	Lancaster St	4/5/9 Lancaster St,AH	225,000	225,000	207,500
	Lancaster Ter	8/1 Lancaster Ter,AH	350,000	299,900	293,000
	Linnaean St	1/7 Linnaean St,AH	127,500	95,000	85,500
		3/37 Linnaean St,AH	259,000	259,000	259,000
		3A/43 Linnaean St,AH	219,000	169,900	165,000
		9/38 Linnaean St,AH	109,900	99,000	88,000
		14/7 Linnaean St,AH	229,000	167,000	160,000
		33/41 Linnaean St,AH	199,000	199,000	188,500
		7/7 Linnaean St,AH	189,000	189,000	186,000
		21/41 Linnaean St,AH	219,000	219,000	210,000
		26A/43 Linnaean St,AH	218,000	175,000	168,000
		36A/43 Linnaean St,AH	229,000	179,000	166,000
	Mt Pleasant St	1/51 Mt Pleasant St,AH	176,000	176,000	171,500
	Mt Vernon St	3/63 Mt Vernon St,AH	189,000	178,000	172,000
		4/63 Mt Vernon St,AH	179,500	162,500	158,500
		5/63 Mt Vernon St,AH	143,500	143,500	137,000
	Upland Rd	3/18 Upland Rd,AH	277,500	272,500	259,000
		6/18 Upland Rd,AH	130,000	130,000	125,333
	Washington Ave	4/4 Washington Ave,AH	129,000	129,000	125,000
		6/9 Washington Ave,AH	189,000	189,000	186,500
		6/33 Washington Ave,AH	154,000	149,000	148,000
		10/4 Washington Ave,AH	119,900	119,900	119,900
		16/6 Washington Ave,AH	142,000	119,000	116,500

Profit & Loss



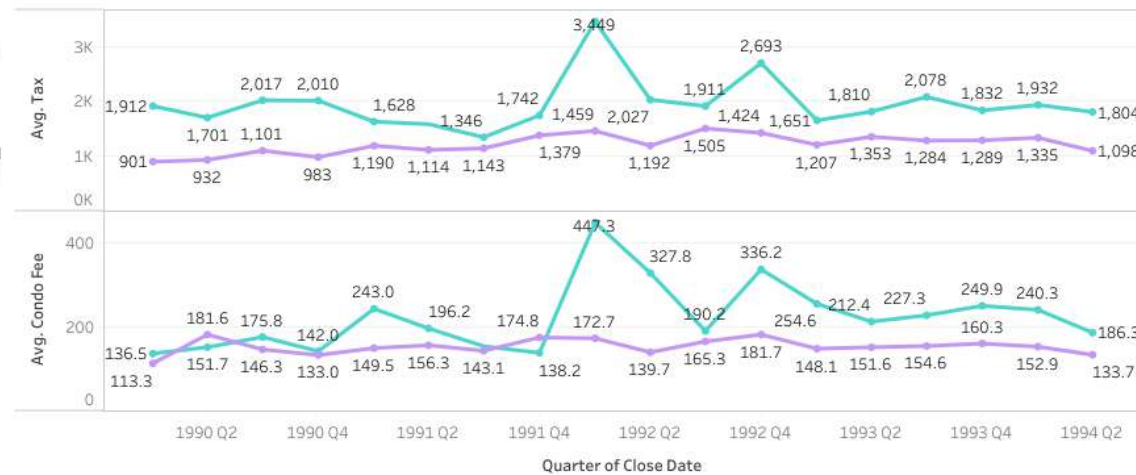
Avg Tax by Area



Avg Condo Fee by Area



Avg Tax & Condo Fee Trend over Year

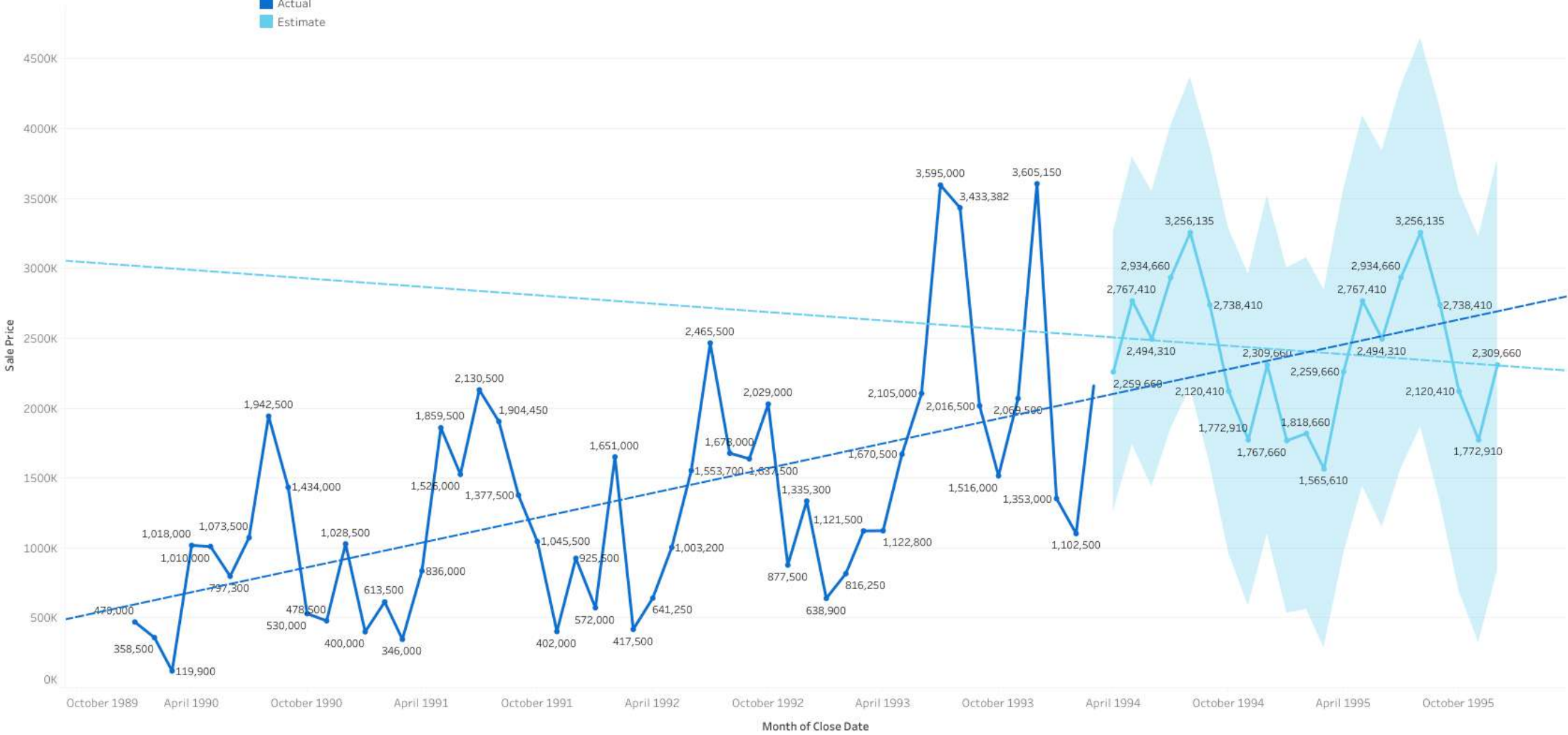


Sales Forecast Dashboard

Forecast indicator

- Actual
- Estimate

Sales Forecast



Storyboard

From Sales Analysis
Dashboard we can inf..

From Sales Trend
dashboard we can inf..

From the Tax analysis
dashboard we can inf..

From Top analysis
dashboard we can inf..

From Area & Property
Analysis Dashboard ..

From the Sales
forecast Dashboard ..

Summary
Recommendation

Insights:

1. The majority of sales fall within the price range of 75k to 250k. Areas M, HS, and E contribute significantly to sales, with 57% collectively. Additionally, properties with 4 and 5 rooms, 2-bed condos, and 1 bath are dominant in the market.
2. Commercial & residential condos have consistently outperformed exclusively residential ones over the years. Sq. ft and tax are highly correlated with sales, suggesting that buyers are sensitive to these factors. The year 1993 stands out with the highest sales.
3. Commercial condos tend to pay higher taxes. The year 1993 witnessed higher tax payments, and properties with sq. ft in the 1200 to 1800 range have higher average taxes.
4. Commercial condo property sales significantly outperform residential condo sales. The top 5 areas by sales are M, HS, E, RA, and AH.
5. Areas with properties sold below the desired or lower price points exhibit higher average tax and condo fees. Exclusively residential properties tend to pay higher taxes and condo fees.
6. The sales forecast dashboard presents sales predictions for the upcoming one and a half years. While the short-term forecast shows a slight decrease in sales, the overall trendline from 1990 to 1995 demonstrates consistent growth in sales.

Conclusion :

In summary, our detailed analysis of the real estate data has provided valuable insights for our business. We've identified popular price ranges, property types, and top-performing areas, guiding our marketing and sales strategies. Recognizing the demand for commercial condos, we suggest diversifying our property offerings. Careful consideration of taxes and pricing is essential, particularly in areas with sales below our target. Although short-term fluctuations happen, the data shows a consistent sales growth trend, and our data-driven approach ensures our Sales remain resilient and aligned with our long-term goals.

Recommendations:

1. To leverage this trend, consider focusing marketing efforts in areas M, HS, and E. Additionally, pay attention to properties with 4 and 5-rooms, 2-bed condos, and 1-bath, as they are popular choices. Tailor marketing strategies to these preferences to optimize sales.
2. Recognizing the preference for commercial & residential condos, consider diversifying the property portfolio to cater to this demand. Pay attention to properties with specific sq. ft ranges and tax rates. Focus marketing efforts on the strengths of the year 1993 to maximize sales.
3. Understand the tax implications of different property types and size ranges. Buyers of commercial & residential condos may be more willing to accept lower tax pay property, so factor this into pricing and marketing strategies. Consider the tax implications when designing property offerings.
4. Capitalize on the strong market demand for commercial condos. Concentrate sales and marketing efforts in these areas, especially M, HS, E, RA, and AH. Consider expanding the presence of commercial condo listings in these regions to maximize sales.
5. Address the pricing issue in areas with properties sold below the desired range. Review pricing strategies and ensure they align with the local market conditions. Consider offering incentives or adjustments for properties that consistently fall below the desired price range.
6. The short-term dip in sales could be a temporary fluctuation influenced by various factors. It's important not to overreact to short-term trends. Instead, focus on the long-term perspective, which indicates a steady increase in sales. Consider monitoring market conditions closely to identify and respond to any potential factors affecting sales in the short term. Continue to build on the strategies that have led to long-term growth in sales.