

Specification of business processes

Reach – views

1. Business goals of the organization

“Real estate agency” is a real estate agency that sells new apartments. Apartments are sold only through our sales department. The main goal of the agency is to achieve the highest possible profit from the sale of apartments. To achieve this goal Tim Cook- the CEO of the company - assumes annual **sales increase about 12%**. Tim Cook monitors increase in main metrics: 1% in **the number of sold units within a month and 1% in marketing budget ratio to views it generates**. It assumes that the company is successful if there is a rising trend for all of these metrics at a level not lower than **1%**. Currently the biggest problem of the CEO is to answer the question why in the **analysed year company’s profit has stagnated**. The most important business issues in the company **include training new sales staff and selling apartments with greater margin of profit**. Each sold apartment is of a certain size [m²], location, room numbers and all of them **are promoted by our marketers**. **Company own some of the apartments we sell**. Units are sold by many sellers, **and we buy them using the separate buyer team**. **Company is managed by CEO and department managers (Sells and Buying, CFO, HR, Marketing)**. Tim Cook would like to analyse the **influence of the affect of each marketing strategy**. Moreover Tim Cook want to know who are **the best salesman’s and what types of apartment are most popular**. In addition, the CEO wonders If the money put into all form marketing generate similar results

2. Business processes

Promoting apartments

- a. The real estate agency gathers details about the apartment, including location, size, number of rooms, amenities, price. Take Professional photos and videos are taken, and a detailed property description is written and base on the property features covered in data base agency and other types of knowledge we evaluate property value for the listing. Then prepare the listing on our website and starts promoting apartment. It can be done by using various method, listing it on other websites, using paid promotions and publish short/ long format videos. After the campaign we collect data about campaign and put it into excel.
- b. Questions
 - Compare the reach of different marketing channels?
 - What marketing channel is has the best ratio of cost to reach?
 - What locations are the easiest to promote?

Give the channel that generate the most reach
Specify how the channels we used changed in time
What external site is most effective
What marketing channel give us the most clients?

c. Data

All marketing data are extracted form Excel spreadsheet and Real estate database, or specified folder when we talk about photos or videos. Marketing information about each channels are stored, like the budget, time needed to conduct campaign, views generated (reach)

Selling apartments

a.) Visits the real estate office or property listing The process of selling an apartment is as follows: the potential buyer platform and selects an apartment they are interested in. They schedule a viewing to see the apartment in person. Once the buyer decides to purchase, they make an offer to the seller or agent, agents check the marketing excel to review if the apartment is popular and easy to sale and base on that he negotiate the price. The offer is reviewed, and if agreed upon, a sales agreement is drafted. The buyer then arranges for financing or provides the necessary funds. Once the payment is made, both parties sign the contract, and the ownership of the apartment is transferred to the buyer. The transaction can be completed through bank transfer, mortgage, or other payment methods. Information about property status and selling price are changed in data base.

b.)Question

In which price range were the flats sold the most?

Which property types (new construction, second hand, etc.) were more in demand?

Provide the average monthly sales revenue for the past year and compare it with the current month's sales.

Compare the ratio of closed sales for apartments with amenities and without?

What is the average period of the sales of the completed flats?

Which customer segments (e.g. investors, families, young professionals) are the most favoured buyer groups?

Are you satisfied with the communication with your property agent?

c) Data

Data about sales is stored in the database it contains info about initial price, and price it was sold for, salesman ID, Property ID and date of the sale. Sale man has ID which correspond to ID in another entity which stores information about sales man, and Property ID corresponds to ID In properties file where we store exact data about each unit. Data about popularity of apartment is taken from marketing excel