Real State Analysis

American Company

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About Dataset

This dataset contains detailed information about a real estate business, covering properties, clients, agents, sales, and visits. It includes :

- **Property** details such as type, location, size, and price.

- **Client** information including names and contact details.

- **Agent** information with their personal and contact details.

- **Sales** records showing which property was sold, to which client, by which agent, along with sale dates and prices.

- **Visit** records tracking when clients visited specific properties and which agent assisted them.

Overall, the dataset provides a complete view of the property sales process from listing and client visits to final transactions making it ideal for analysis of performance, customer behavior, and market trends.

Link Data set

If Customers visit properties a lot.......

Does that mean sales will automatically increase?

We're looking at a portfolio of **1000** Properties

Apartments

1 It are the most **visited type**

2 The highest in **listing prices**

3 The top single property **profit** **$131M**

New York

while

Miami

- Leads sales with **43%** of the total

- Showing the **highest conversion rate** among cities. This means **demand in New York is very strong**, and clients there tend to make purchase decisions faster likely linked to high population density and the overall value of the real estate market.

- Attracts **the largest number of visits**

Apartments

- It have the **highest conversion rate** at **%46**

- That is meaning that **clients visiting apartments are more likely to buy compared to other types**

- This probably reflects **strong demand for personal housing** and the fact that **it's easier to decide on a home purchase than on a commercial investment**

We have **100** agents

- Interestingly, the top two in terms of number of clients **(66 each) are not the top sellers**

- Instead, the **highest performers** are

Joshua Olson
Sales **$1.5M**

Jessica Oconnell
Sales **$1.5M**

We have **1,500** clients

The top **four clients** contribute the largest sales, but that doesn't necessarily mean they bought multiple properties **it could just be one expensive deal in a prime location**

What's clear is that there is **no direct link between visits and purchases**:

- **Some clients visited many properties without buying**, while others bought several properties without visiting them at all.

- We also see corporate clients in the mix, and **the repeat purchase rate is 38.14%, which shows decent customer loyalty**.

In terms of sales performance

$2ʙ
Total sales

2000
Transactions

$769.4ᴋ
An average deal

$800ᴋ
Sales ' warehouses

Total Sales are $793M across **1,030** transactions.

- The top-performing property type that year was **offices**, with sales worth **$786.58K**

- On a monthly level, **December** was the strongest month at **$83M**, thanks to **tourism and holiday activity**, while **August** was the weakest, mainly **because the start of the school year reduces tourism.**

Total Sales

474M

Total Sales

4271M

2023

2024

2025

- There were **5,000** visits, with an average conversion rate of **0.40**

- **The visit trend is generally stable**

- Although **February** recorded the **lowest** number of visits.

The big picture? **Visits don't automatically translate into sales.**

Factors like location, seasonality, property value, and the role of agents are what really drive the market

- **The data shows that** **visits ≠ sales.**

- **Some Clients visited many times without buying, while others made purchases without multiple visits.**

- The key factors are:

- **Location** (tourist cities like **Miami** and **New York**).

- **Seasonality** (**December** is strong / **August** is weak).

- **Property** value (one deal can equal dozens of visits).

- **Agents** (they're the real drivers of conversions).

So, Visits matter as an indicator, but they're not a guarantee... sales come from a deeper understanding of the data and market behavior
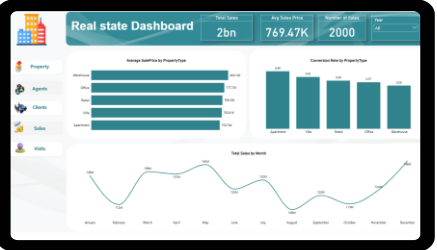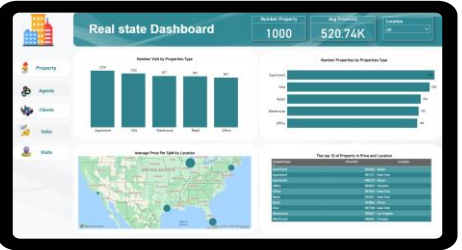
Tools

SQL

1. Setting up the Database
- Built a database called **RealEstateDB**.
- Added tables for **Properties, Clients, Agents, Sales, and Visits**.
- Loaded data from CSV files into the database.

2. Cleaning & Enriching the Data
- Created extra columns like full client name, email type, repeat buyer flag, and agent contact number.
- Summarized client activity: total visits and total purchases.
- Built summary tables (e.g., SalesProperty) to combine property and sales info.

3. Running Business Queries
- Clients: who spends the most, repeat vs. first-time buyers, most active visitors.
- Agents: best performers, average deal size, and conversion rates from visits to sales.
- Properties: average price per square meter in each city, conversion rates, top 10 most expensive listings.
- Locations: total visits, sales, revenue, and visit-to-sale ratios.
- Property Types: which types sell the most, bring the highest revenue, and attract more buyers.

4. Key Metrics We Looked At
- Average sales per property type.
- Conversion rate by agent, property, and location.
- Top 5 clients ranked by spending.
- Top 10 most visited property types.

Link SQL Code AS PDF

**Link SQL Code**

Power BI

1. Loading Data

- Imported tables from SQL Server: Clients, Agents, Property, Sales, Visits, SalesProperty.
- Created a dedicated All Measure table to store measures separately.
- Verified relationships:

  Sales ↔ Clients, Agents, Property

  Visits ↔ Clients, Agents, Property

  SalesProperty combines Sales + Property details for simplified reporting

2. Data Transformation (Power Query)

- Cleaned unnecessary columns.
- Adjusted data types (dates, numbers, text).
- Unified naming conventions for consistency across tables.

3. Creating Measures (All Measure Table)

- Conversion Rate = DIVIDE(COUNT(Sales[SaleID]), COUNT(Visits[VisitID]))
- Average Price Per SqM = AVERAGEX(Property, DIVIDE(Property[PriceUSD], Property[Size_sqm]))
- Profit = SUMX(Sales, Sales[SalePrice] - RELATED(Property[PriceUSD]))
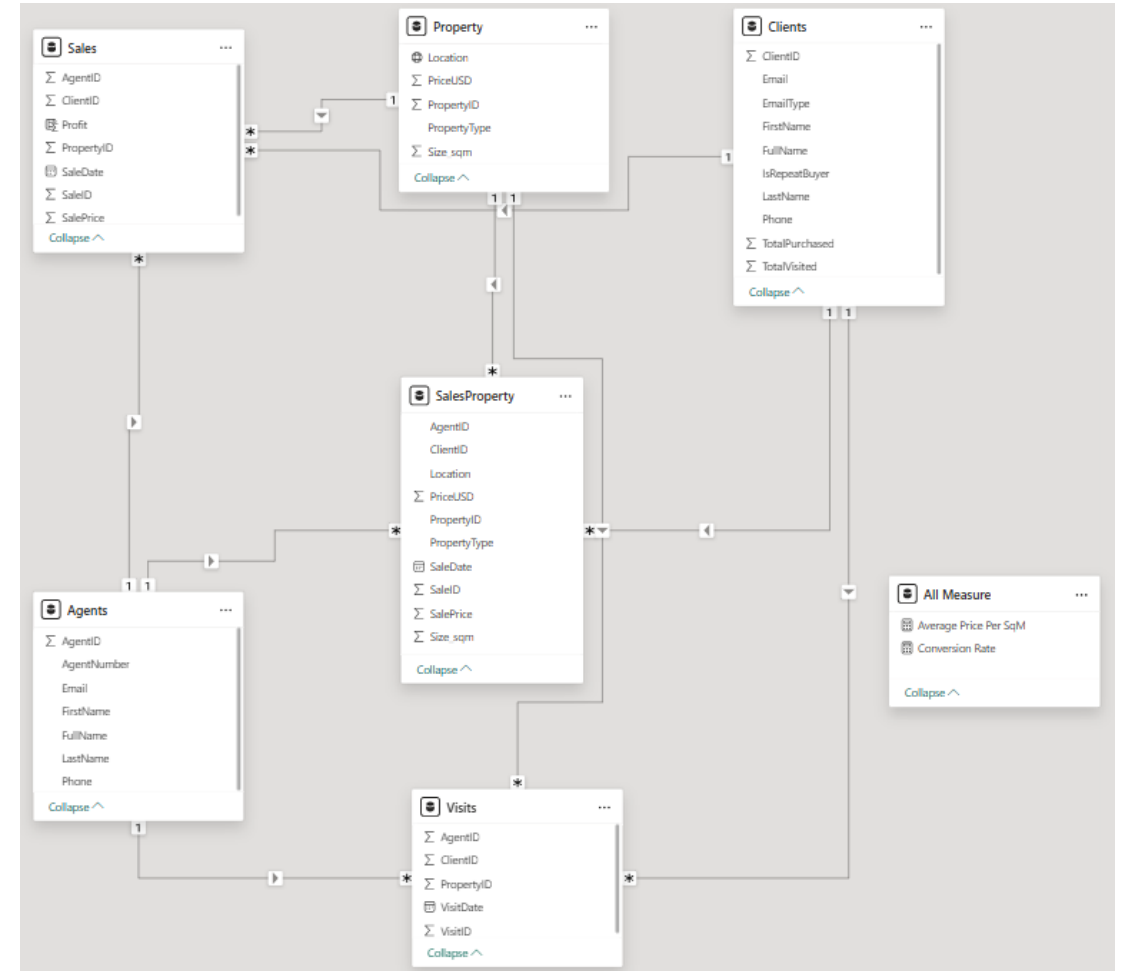
Contact us

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