

Problem Statement

Guyus Real Estate is a renowned real estate company with a sprawling portfolio that spans residential, commercial, and land sales across multiple locations. The company prides itself on its deep market knowledge, exceptional customer service, and a wide array of property options for buyers and sellers alike. Despite its success in the real estate market, Guyus Real Estate faces significant challenges in its reporting and analytical processes.

The organization currently relies on Excel to compile, analyze, and report its monthly sales and transaction data. This method, while familiar, has become increasingly cumbersome and time-consuming due to the complex nature of the data and the volume of transactions processed monthly. Each report requires manual data entry, consolidation from various sources, and custom analysis, which makes the reporting process prone to errors and inconsistencies. Consequently, this delays decision-making at the top level of the organization, as executives wait for insights that are critical for strategic planning and market analysis.

Limitation of current reporting method includes:

1. **Inefficiency in Reporting:** The manual process of creating reports in Excel is time-intensive, delaying the availability of critical business insights.
2. **Data Integrity Issues:** Manual data handling increases the risk of errors and inconsistencies, affecting the quality of the reports.
3. **Limited Analytical Capability:** Excel's capabilities, while robust, are limited in terms of handling the complex analytics needed to drive strategic decisions in a dynamic real estate market.
4. **Delayed Decision Making:** The lag in reporting hampers the organization's ability to make timely decisions, impacting its competitive edge and market responsiveness.

The project objective involves four phases as follows:

(a). **Automated Power BI Reports:** Implementing Power BI to automate data visualization and insights.

(b). Comprehensive Data Model: Developing a detailed data model to cater to the various dimensions of the business, including transactions, properties, agents, and locations. This model will structure the data in a way that is conducive to analysis and reporting

(c). Integration of Diverse Data Sources: Consolidating data from various sources into a unified Power BI platform, ensuring data integrity and consistency.

(d). Enhanced Analytical Capabilities: Utilizing Power BI's advanced analytical tools to uncover market trends, performance metrics, and actionable insights, facilitating informed strategic decision-making