PropertyPulse - Real Estate Analytics Case Study

1. Background

A growing real-estate platform requires visibility into user behavior, SEO performance, and conversion metrics across major Indian cities.

2. Objective

To build an AI-assisted analytics dashboard that:

- Monitors digital performance
- Identifies conversion opportunities
- Highlights SEO keyword impact
- Improves business decision-making

3. Data Summary

Period: July–August 2025
Rows: ~1,500
Fields: sessions, users, device, conversions, bounce rate, city, page, keywords.

4. Key Insights

- **6,109 sessions** from **5,118 users**
- Desktop conversion rate **40% higher** than mobile
- Top pages: Home, Listing_B
- Highest bounce page: Blog_Rental_Tips (71%)
- Traffic leaders: Mumbai, Delhi, Bangalore
- High-intent search: "buy apartment", "rent apartment"

5. Recommendations

1. Improve mobile UX for better conversion.
2. Revamp underperforming blog pages.
3. Leverage high-intent keyword strategy.
4. Encourage content around city intent search.
5. Enhance listing page CTAs.

6. Tools Used

ChatGPT, Bolt.new, Looker Studio, Google Sheets, Power BI Theme JSON.

7. Business Value

This dashboard improves:
✔ Digital marketing strategy
✔ Conversion optimization
✔ SEO prioritization
✔ Content planning
✔ Customer engagement insights