



Presenter: Aryan Singh

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BI Report

# Real Estate Market Trends & Sales Analytics

Advanced BI Model

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# Key Report Highlights

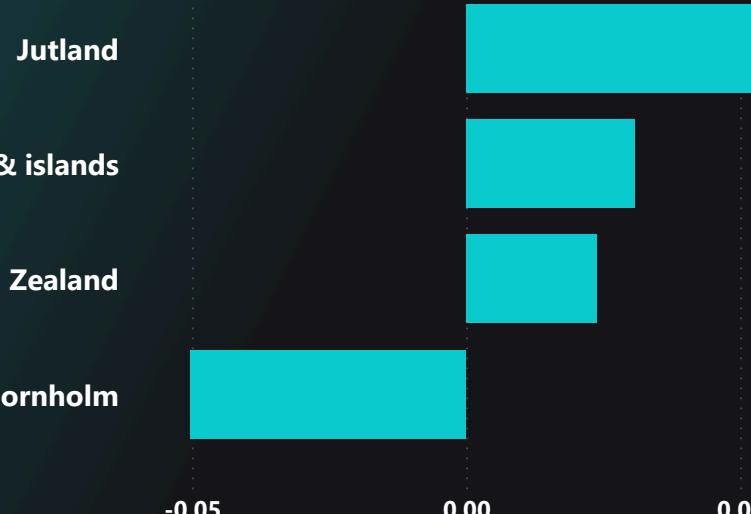
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- **Regional Sales Performance:** Zealand leads the market with 95bn sales, followed by Jutland (81bn) and Fyn & Islands (15bn).
- **YOY Sales Growth:** Auction sales show positive growth (+0.29), while regular and family sales recorded declines.
- **Median Price Trends:** Prices increased in Zealand, remained flat in Fyn & Islands, and declined slightly in Jutland.
- **Average Price per SQM:** Highest in Zealand (20.85K) and lowest in Bornholm (10.6K).
- **House Type Analysis:**
  - Townhouses have the highest cost per sqm (28.7K) despite smaller average area.
  - Farms offer the largest space (196 sqm) with moderate price per sqm.
  - Villas balance affordability and area size.
- **Financial Indicators:** Inflation, interest, and yield vary by property type, with farms showing highest yield (4.6%).
- **Demand Drivers:** Purchase price significantly influenced by property age (2–16 years averaging 502.9K).
- **Offer vs Purchase Price:** Across all house types, offer and purchase prices remain closely aligned, showing a stable negotiation trend in the market.
- **Units Sold (Latest Year & Quarter):** A total of 77 units sold in the most recent period, generating around 13bn in value.
- **Sales by Type (Offer-to-SQM Ratio):**
  - Regular sales command the highest ratio (~15K)
  - Auctions remain the most affordable option (~11K).
- **Average Pricing Trends by House Type:**
  - Apartments are moderately priced (~2.4M) with smaller average size (87 sqm).
  - Summerhouses maintain the lowest total price (~1.2M) but have a relatively high cost per sqm (19.4K).
- **Market Distribution:**
  - Majority of sales value concentrated in Zealand and Jutland together (~176bn).
  - Bornholm holds the smallest market share.
- **Macro Factors Impact:**
  - Interest rates are slightly lower for Villas (1.8%) and Summerhouses (1.4%) compared to Farms (2.1%).
  - Yield is generally higher for larger properties (Farms, Villas).
- **Sales History Tracking:** Dataset records sales back to 1992, enabling long-term trend analysis.

# House Market Overview

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### Median Sales Price Change by region



### Units Sold Latest Year & Quarter

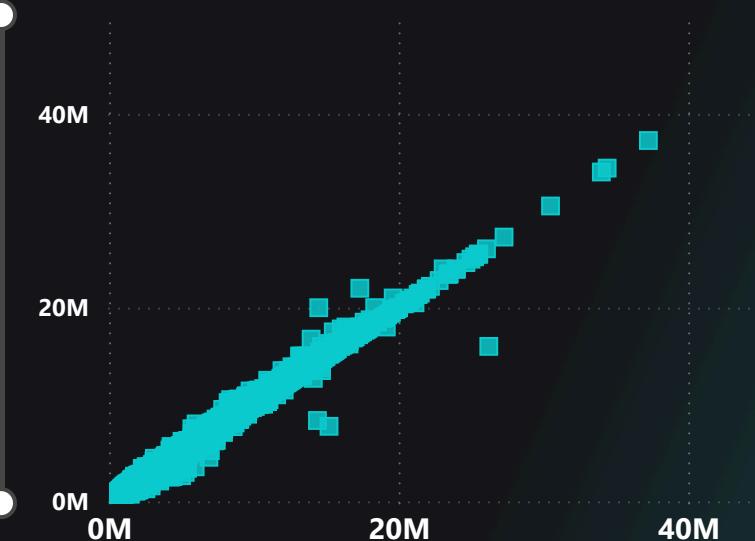
77

### Last 12 Month Sales

13bn



### Offer Price V/s Purchase Price



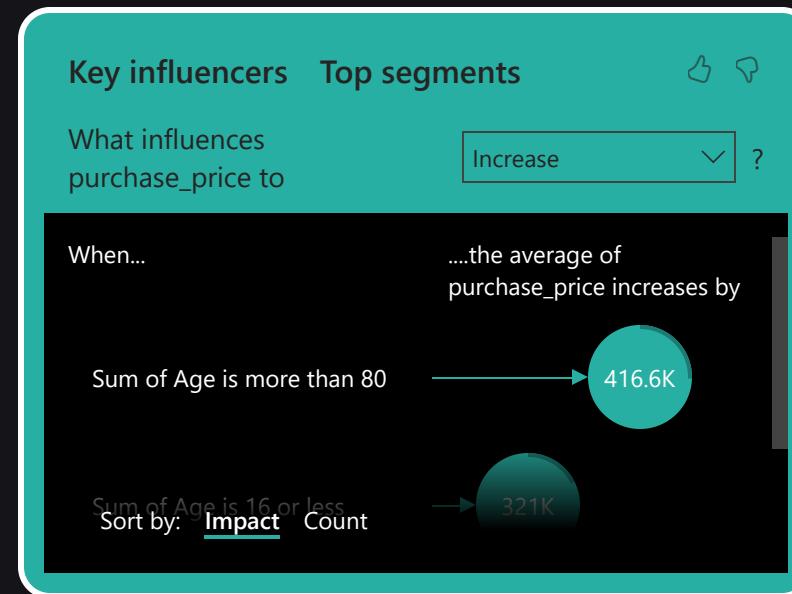
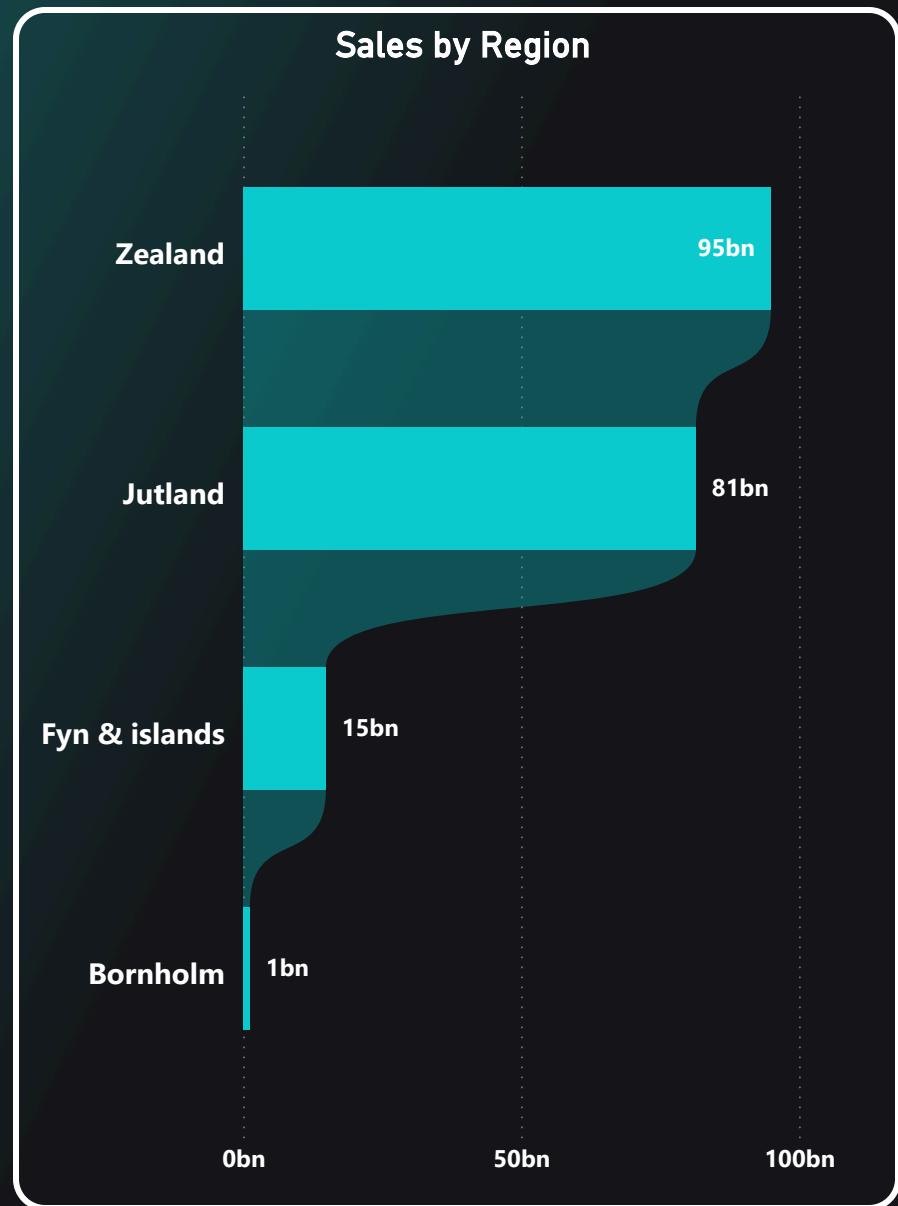
### YOY Sales Growth by Sales Type



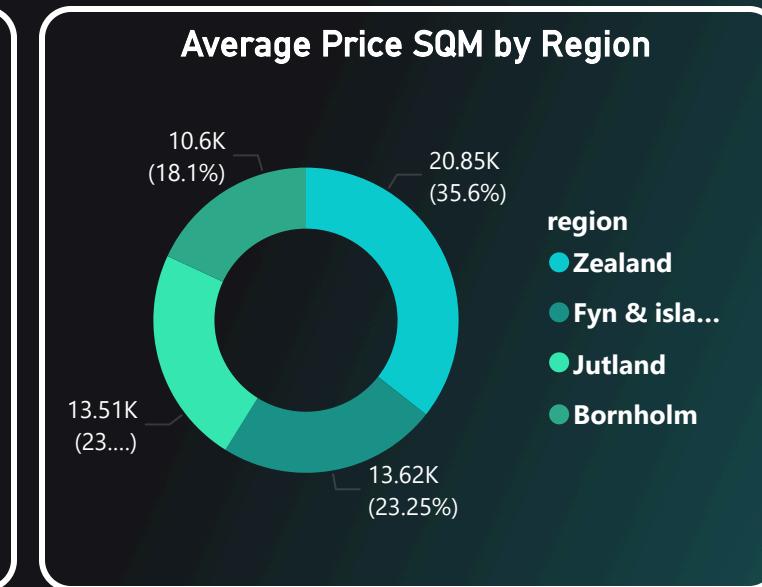
#### Sales Insights

When analyzing sales types, auction sales reflect a positive year-over-year growth of 0.29, suggesting competitive bidding activity. In contrast, regular, other, and family sales show declines, with family sales experiencing the sharpest fall at -0.75. This trend indicates that while formal sales channels remain resilient, private and family-driven transactions are becoming less dominant. Overall, the market dynamics underline the importance of pricing strategies, buyer confidence, and regional variations in shaping housing trends.

# Sales Performance

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Year	Quarter	Month	Day	Total YTD Sales	Sum c
1992	Qtr 1	January	5	1530000	
1992	Qtr 1	January	6	4389000	
1992	Qtr 1	January	7	4909000	
1992	Qtr 1	January	8	7657010	
1992	Qtr 1	January	9	12083010	
1992	Qtr 1	January	10	12083010	
1992	Qtr 1	January	11	14401010	
1992	Qtr 1	January	12	20774247	
1992	Qtr 1	January	13	23949247	
1992	Qtr 1	January	14	30400344	
1992	Qtr 1	January	15	32598054	
				10552248210	
				Total	



# Price & Yield

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Area

All

City

All

Sales Type

All

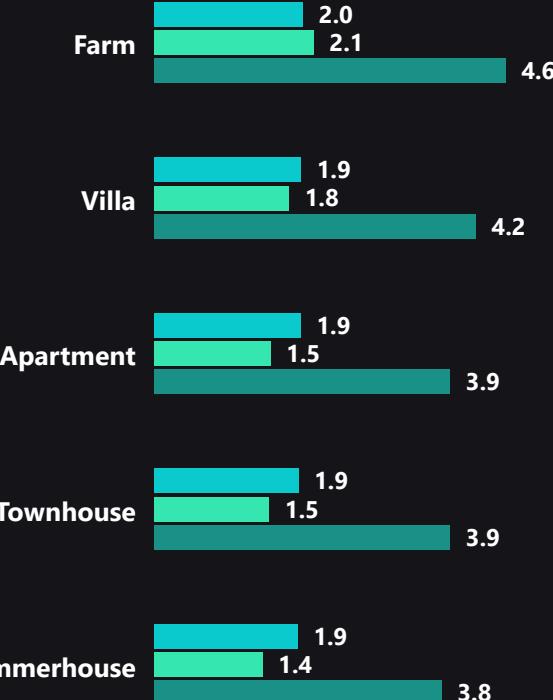
Region

All

## Avg Offer/Purchase Price by House Type

Purchase Price Offer Price

## Avg Interest/Inflation/Yield by House Type

Inflation Interest Yield

## Avg SQM/SQM Price by House Type

SQM SQM Price