

Ex No: 4

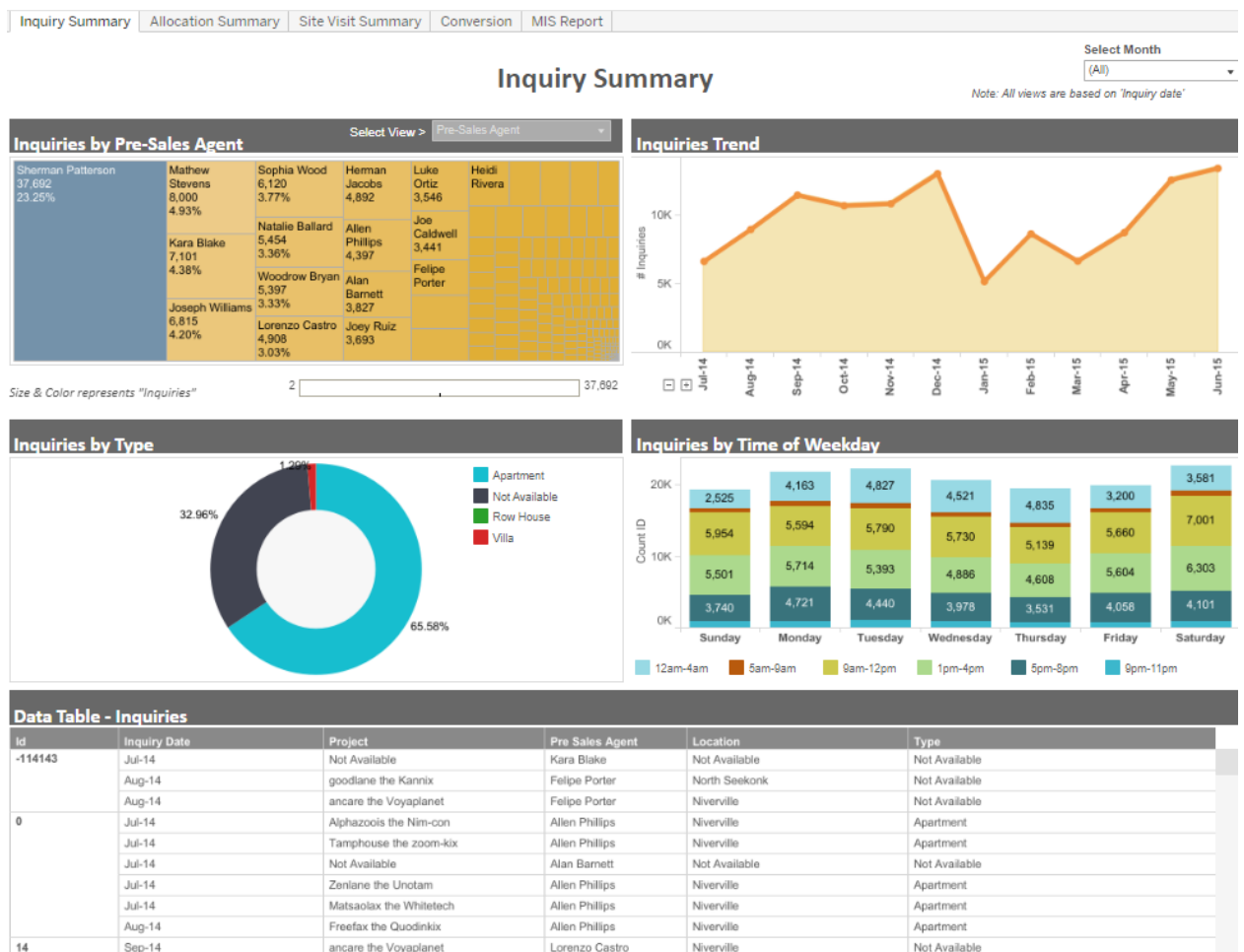
Real Estate Dashboard using Tableau

AIM:

To create a Real estate dashboard for the dataset after extracting, loading and transforming using Tableau.

PROCEDURE:

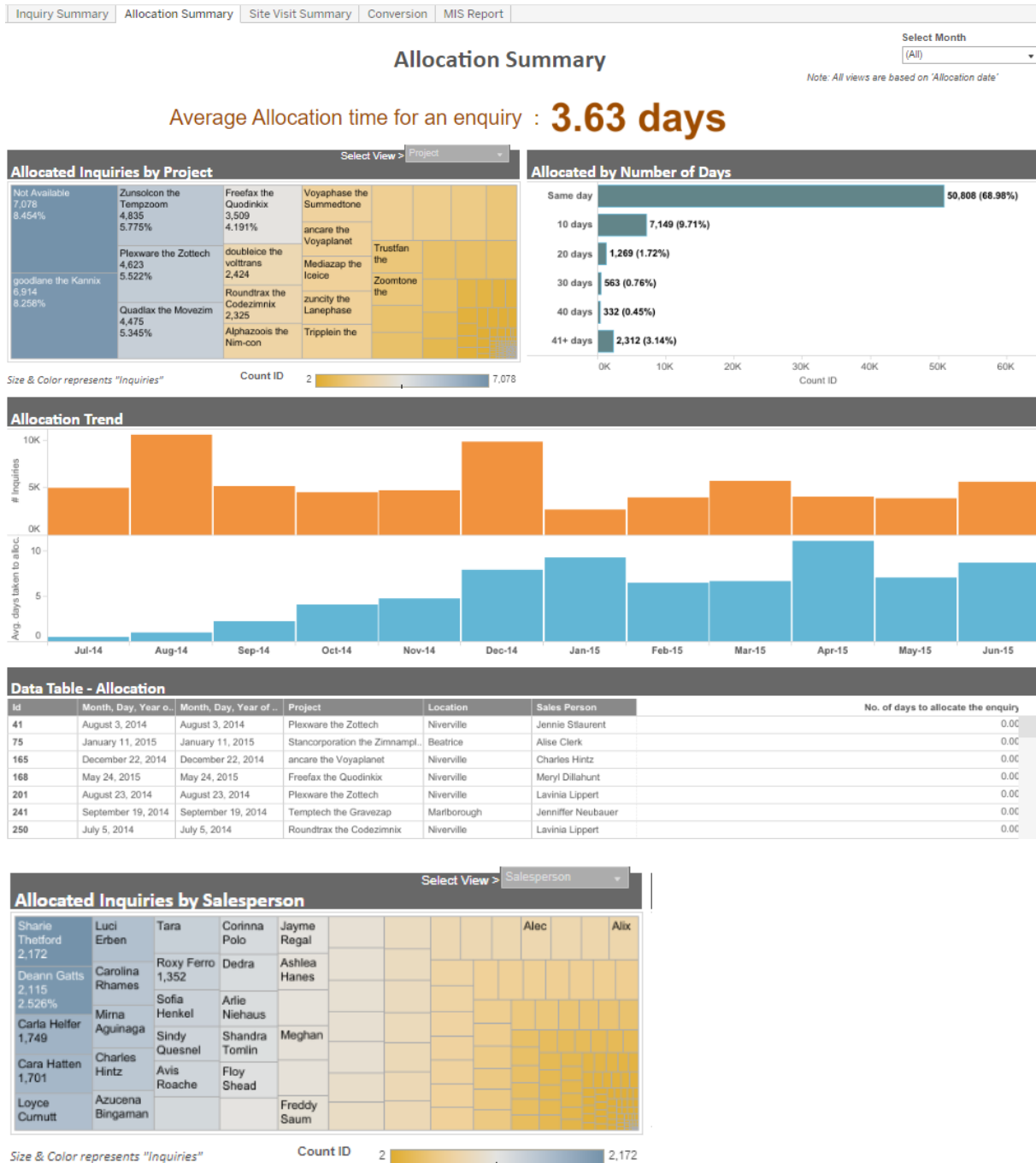
1. Download the dataset from the internet.
2. Preprocess the dataset in excel.
3. Load the dataset in Tableau.
4. Create dynamic graphs and charts using various parameters.
5. Finalize the dashboard.
6. Interpret the inferences obtained from the dashboard.
7. Use these inferences/insights obtained for decision-making.

EXPLORATORY DATA ANALYSIS VIA DASHBOARD CREATED:**1) Real estate dashboard – inquiry summary:****Inferences:**

- Sherman Patterson handled most of the enquiries i.e., around 23.25%.
- Most of inquiries were made for apartments i.e., 65.58%.

- All days have similar number of enquiries but Saturday and Tuesday have the highest amount of inquiries.
- December and June have the highest amount of inquiries as it is a vacation time.

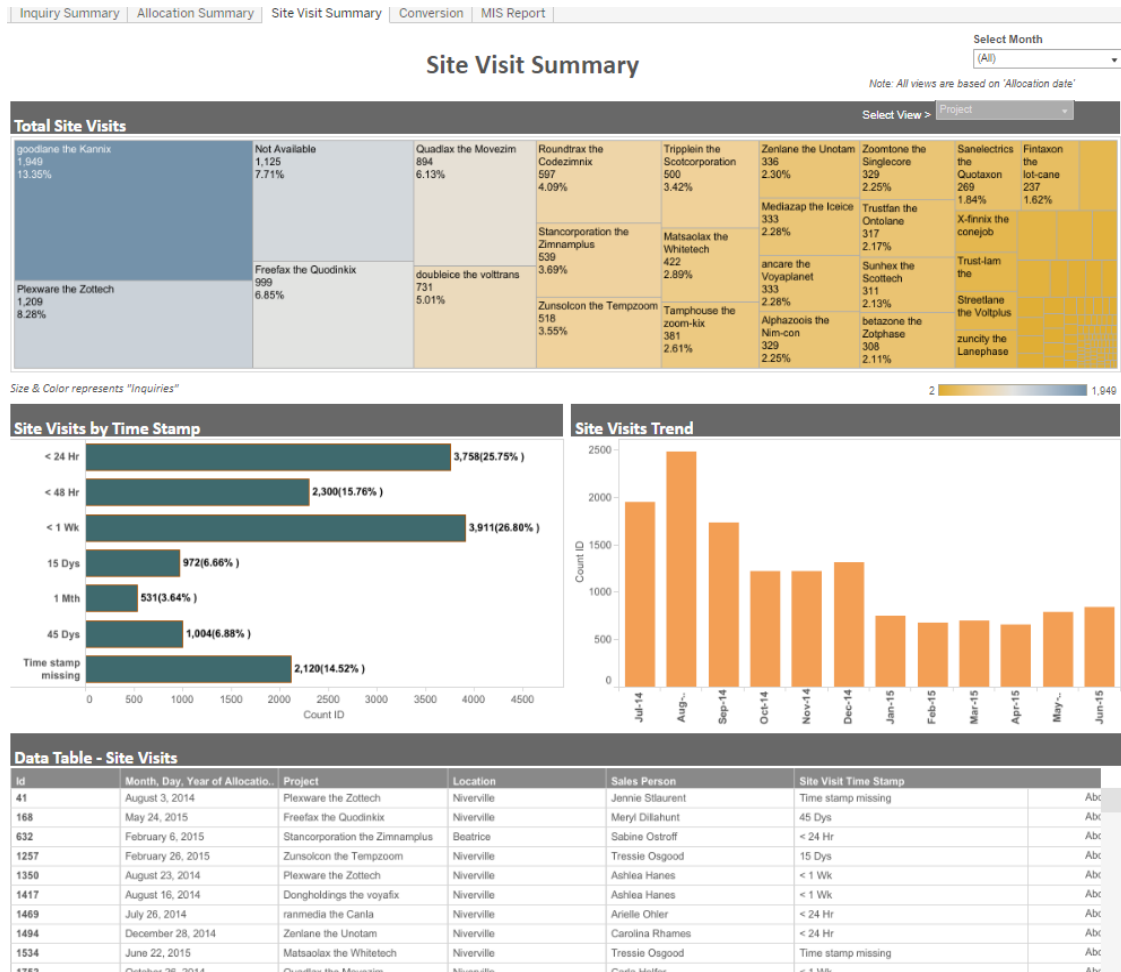
2) Real estate Dashboard – Allocation time:



Inferences:

- The Average allocation time for an enquiry is 3.63 days.
- Same day allocation has the highest no of allocations by days.
- Average number of queries each day is 4.5k.
- Sharie thefford has highest no of allocated inquires i.e., 2172.

3) Real estate Dashboard – Site Visit Summary



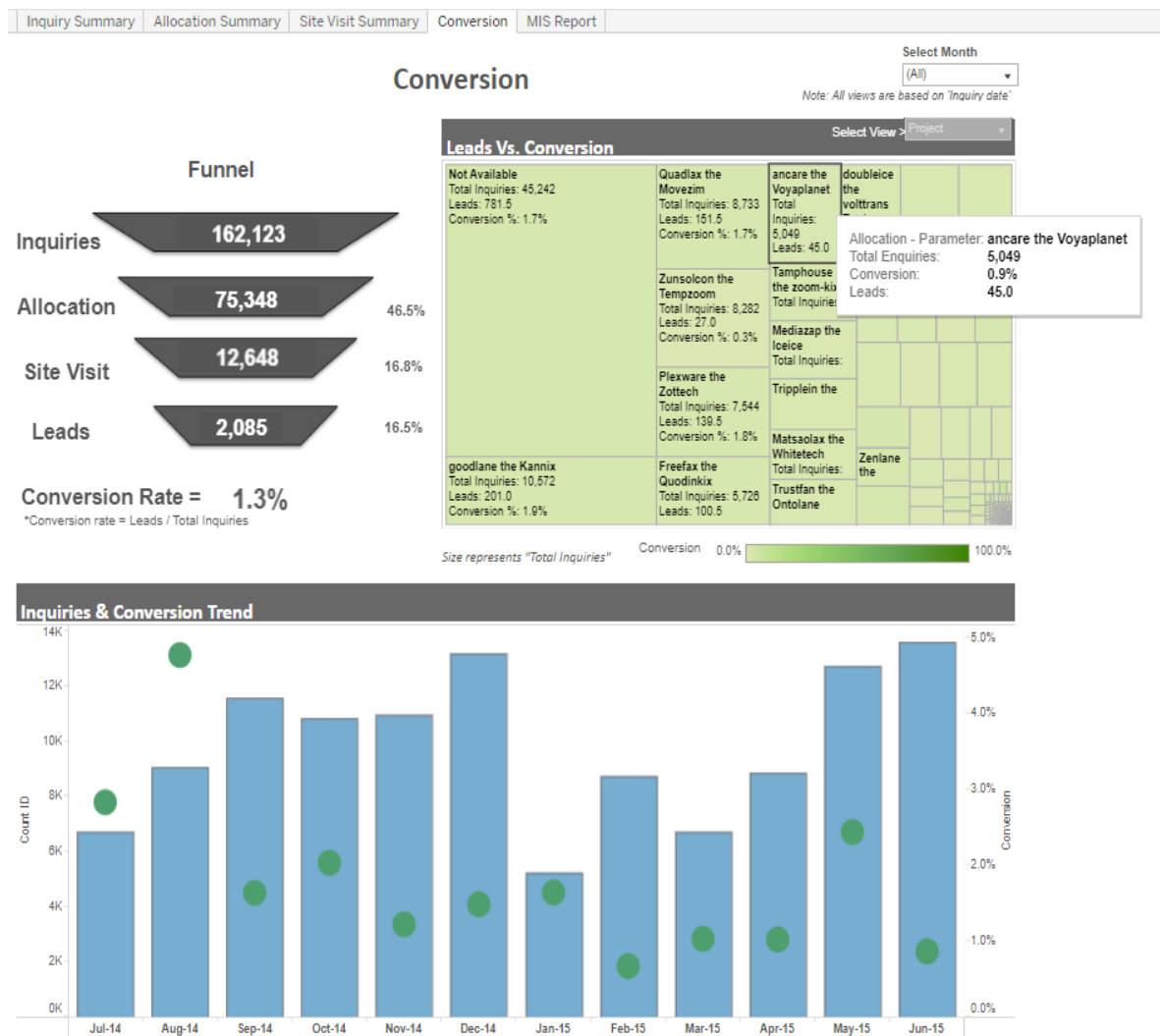
Inferences:

- Goodlane the kannix site has the highest no of visits i.e., 1949 (13.35%)
- August month has the highest amount of site visits.
- Site visits with <24hr timestamp has the highest value of 25.75%.
- Carolina Rhames visited the most with customers i.e., 600 visits. Sharie thefford has 531 site visits.

4) Real estate Dashboard – Conversion

Inferences:

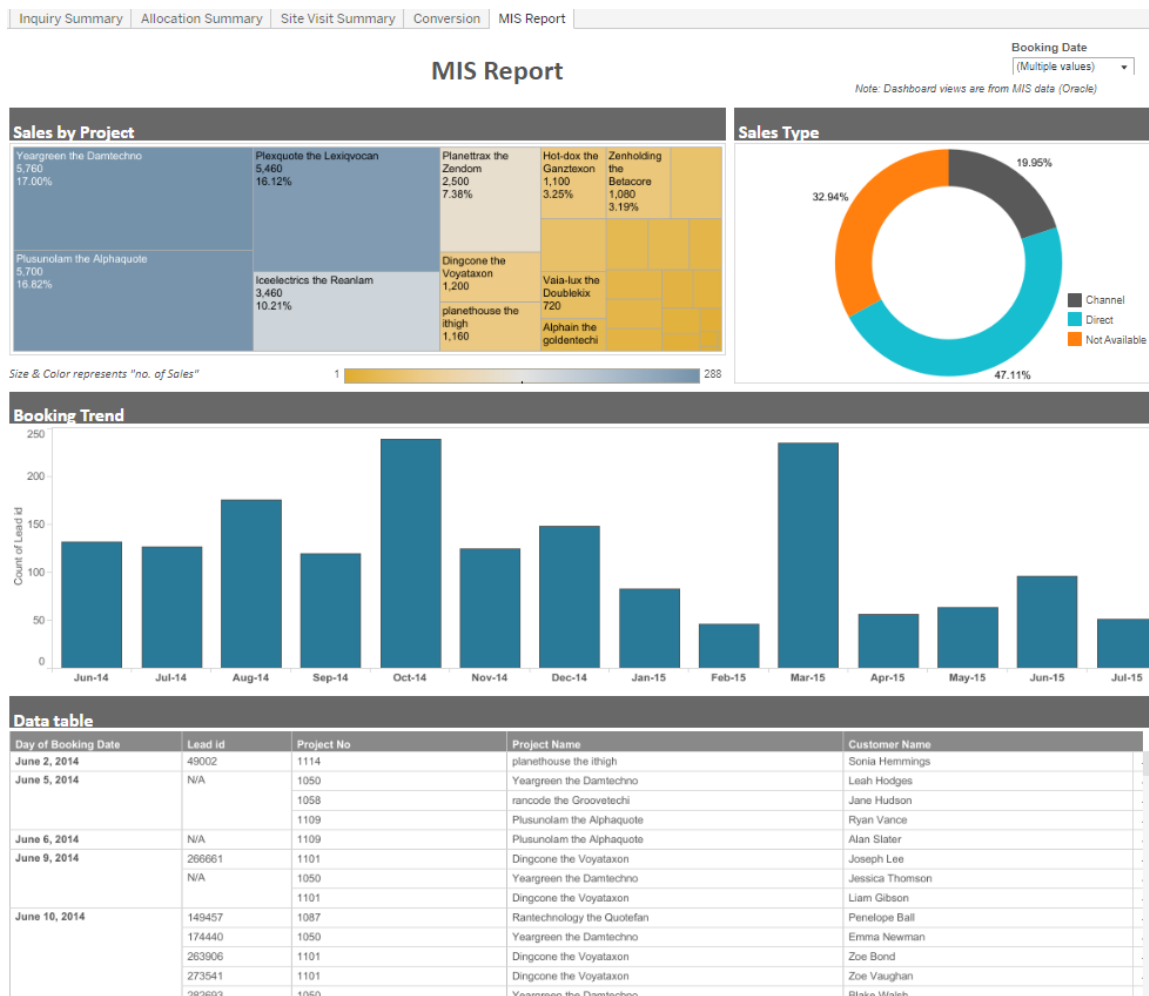
- Total inquiries: 162,123. Allocation time: 75,348. Site visits 12,648 and leads: 2085.
- Conversion rate is 1.3%.
- Highest conversion rate i.e., 4.8% is observed in the month of august.
- Lowest conversion rate i.e., 0.7% is observed in the month of February.



5) Real estate dashboard – MIS Report

Inferences:

- Highest number of bookings are observed in the months of October and March.
- Highest no of sales are made directly i.e., 47.11%.
- Yeargreen the Damtechno has the highest amount of sales with the count of leads: 5760.
- In the month of march, Plexquote the Lexiqvocal site had the highest amount of sales with count of leads: 3620.



CONCLUSION:

The customer complaint dashboard has been created for the dataset after extracting, loading and transforming using Tableau. Analysis has been and insights have been obtained from the dashboard successfully. The insights can be used by the organization for decision making of improvement of the real estate market.