



Real Estate Sales Performance Dashboard

Abdul Arsal Choudhary
86092300026
A025

A decorative graphic on the left side of the slide. It features a blue silhouette of a house with a keyhole. A set of keys, including a car key and a house key, is hanging from the keyhole. The background is a light blue gradient with a white curved line.

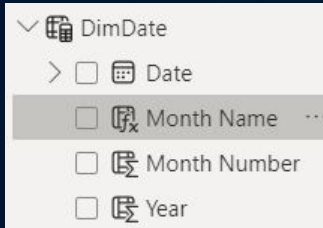
Dataset Overview

- 3 years (2020,2021,2022) Real Estate data.
- 21 features
- Data transform , Clean , Data munging...
- Use first row as a header
- Remove Null (filters)
- Blank Rows..

Property ID	Sector	Construction
Date	Stage Name	Sales
Agent	Revenue	Target
Project Name	City	Properties
Sub Profile Name	State	Property Status
Account Name	Country	Pay
Description	Property Payment	Total Property

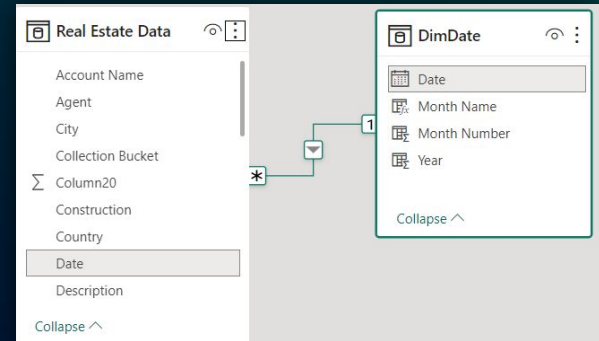
Dim Date Table

- Use for Continuous Value, No Gap, No Duplicate.
- Use Because Date columns not sorted (DimDate).
- New Table - New measures



Date	Year	Month Na	Month Numb
01-01-2020 00:00:00	2020	Jan	1
02-01-2020 00:00:00	2020	Jan	1
03-01-2020 00:00:00	2020	Jan	1

Relationship Between Date & Date 1:1



```
DimDate = CALENDARAUTO()
```

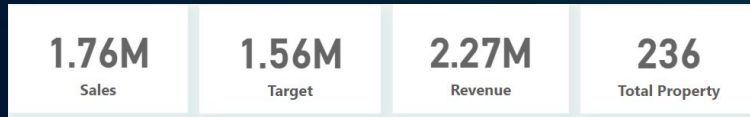
```
Month Name = FORMAT(DimDate[Date], "MMM")
```

```
Month Number = MONTH(DimDate[Date])
```

```
Year = YEAR(DimDate[Date])
```

KPI Cart

- Format kpi and copy for other kpi in same format.
- Common kpi we create.
- Card - Fields (Visualization) starting 4 basics.
(Use manual method) , Occupied & Unlisted (DAX measure)

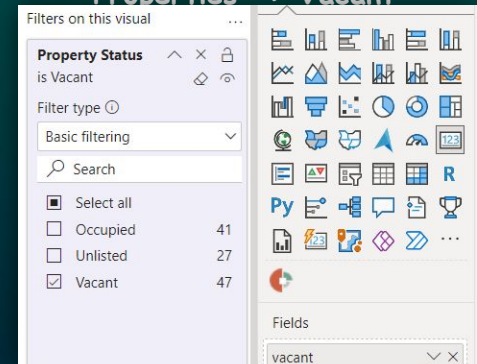


Occupied = `CALCULATE(COUNT('Real Estate Data'[Property Status]),'Real Estate Data'[Property Status]="Occupied")`

Unlisted = `CALCULATE(COUNT('Real Estate Data'[Property Status]),'Real Estate Data'[Property Status]="Unlisted")`

CALCULATE parameter we can pass (expression and filters infinite)

- Properties -> Vacant



Charts

- For comparison Between Sold vs New Property.
- Line chart work with respect to time
- 2 New measures

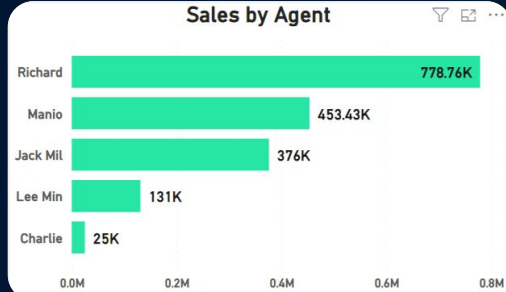
Year

All

Slicer

```
Sold Property = CALCULATE(COUNT('Real Estate Data'[Properties]),'Real Estate Data'[Properties]="Sales")
```

```
New Properties = CALCULATE(COUNT('Real Estate Data'[Properties]),'Real Estate Data'[Properties]="New Property")
```



X-axis

Month Name

Y-axis

New Properties

Sold Property

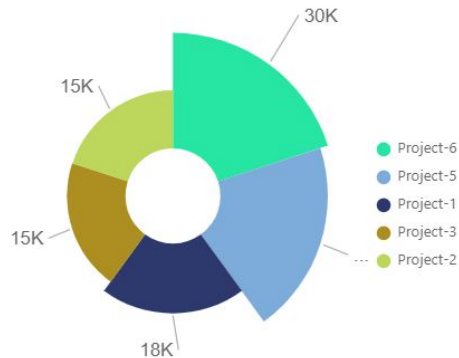
Stacked Bar chart

Line Chart

Charts

- Custom visuals (login 1st) Load.
- PIE & DONUT chart use for less categorical data...
- **Monthly we reach our target or Not.**

Average of Revenue by Project



Category

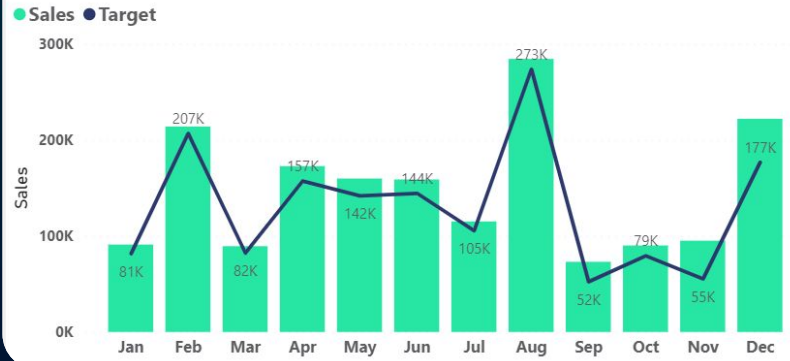
Project Name

Y Axis

Average of Revenue

Aster Plot

Actual vs Sales



X-axis

Month Name

Column y-axis

Sum of Sales

Line y-axis

Sum of Target

Column Chart

Charts & Var

Agent contribution find ----

Ex - A1 agent 10 sales = $10/37 = 27\%$

A2 12 = 32%

A3 15 = 41%

Total sales = 37

- Two DAX measure Create (ALL, Agent Contrn)

Agent Contribution

Richard

44.1%

Manio

25.7%

Jack Mil

21.3%

Lee Min

7.4%

Charlie

1.4%

1.4%

Multi Row Card

```
Previous Year Sales = CALCULATE('Real Estate Data'[Total Sales], SAMEPERIODLASTYEAR(DimDate[Date]))
```

```
Total Sales = SUM('Real Estate Data'[Sales])
```



Icon Sales

```
1 Total Sales =  
2 Var positiveIcon = UNICHAR(9650)  
3 Var NegativeIcon = UNICHAR(9660)  
4 Var Result = IF('Real Estate Data'[Total Sales]>[Previous Year Sales],positiveIcon,NegativeIcon)  
5 return Result
```

Variable measure (Icon Card)

```
All = CALCULATE(SUM('Real Estate Data'[Sales]), ALL('Real Estate Data'))
```

```
Agent Contribution = DIVIDE(SUM('Real Estate Data'[Sales]),'Real Estate Data'[All])
```

Fields

Agent ▼ ×

Agent Contribution ▼ ×



INSIGHTS

- AS property sold accordingly new property coming as well.
- Agents achieve their sales target easily.
- Maximum Revenue with average 30k Project 6.
- Agent "Richard" contribute 44 % with highest sales 778K.

Real Estate Sales Performance Dashboard

Year

All

1.76M

Sales

1.56M

Target

2.27M

Revenue

236

Total Property

47

vacant

Properties

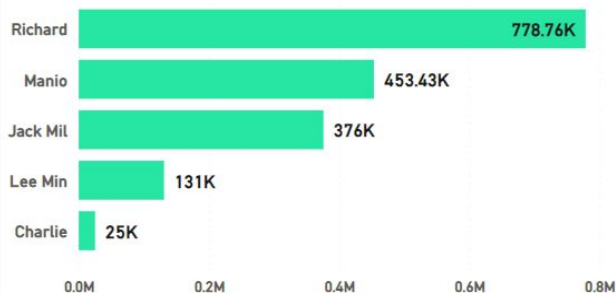
41

Occupied

27

Unlisted

Sales by Agent



Sold Properties vs New Properties



Agent Contribution

Richard
44.1%

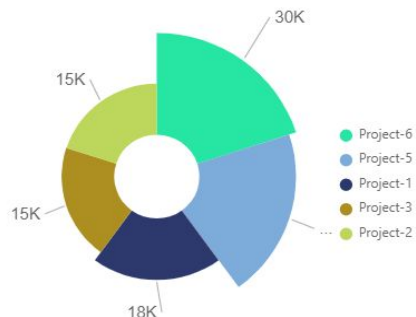
Manio
25.7%

Jack Mil
21.3%

Lee Min
7.4%

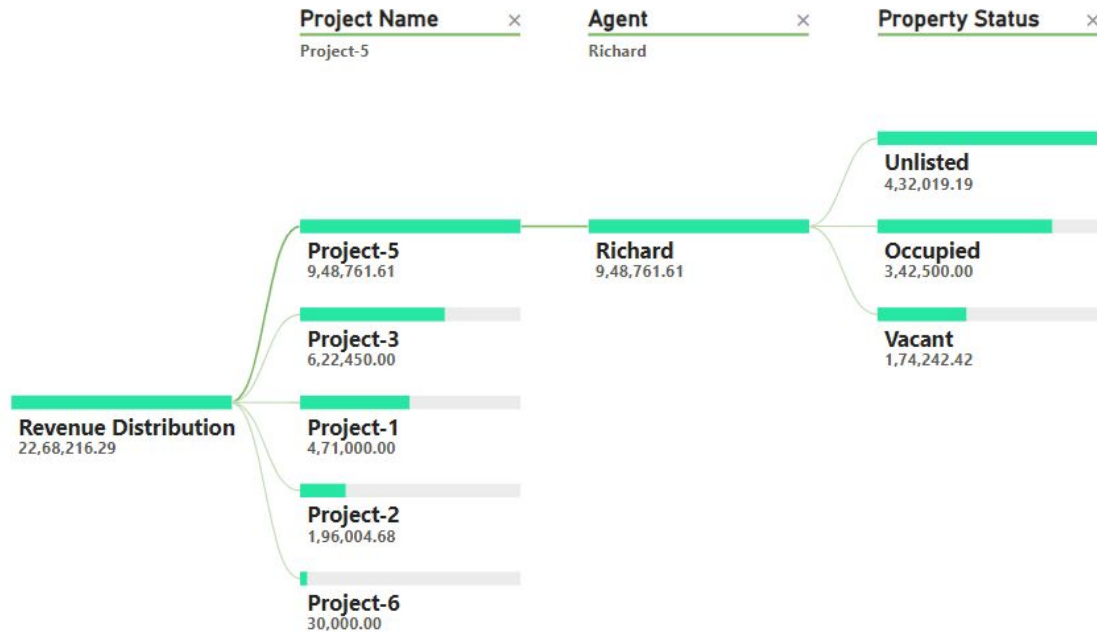
Charlie
1.4%

Average of Revenue by Project



Actual vs Sales







Thank You