# **Project Title:** Real Estate Sales Performance Dashboard by Power BI.

**Project Description:**

In the ever-evolving landscape of the real estate industry, informed decision-making is paramount. To address this need for insightful and data-driven analytics, we proudly present the "Real Estate Sales Performance Data Dashboard" created using Power BI. This dashboard serves as a powerful tool for professionals and stakeholders in the real estate sector to gain comprehensive insights into their sales performance, agent contributions, property data, and revenue generation.

**Project Objectives:**

1. **Property Sales by Agent Visualization:**

* Gain a clear understanding of how individual agents contribute to property sales.
* Identify top-performing agents and areas for improvement.

2**. Monthly Sold Properties vs. New Properties Comparison:**

* Analyze the monthly trends in property sales, differentiating between sold properties and newly listed properties.
* Detect seasonal patterns and make informed decisions regarding inventory and marketing strategies.

1. **Agent Contribution by Sales:**
   * + Visualize the percentage of overall sales contributed by each agent.
     + Enable recognition of top-performing agents and their impact on the organization's revenue.
2. **Revenue by Projects:**

* Understand the revenue generated from different real estate projects.
* Evaluate project performance and prioritize strategic investments.

1. **Month-Wise Sales Target Tracking:**

* Monitor monthly sales targets to ensure alignment with organizational objectives.
* Quickly identify any deviations and take corrective actions as needed.

1. **State-Wise Sales Mapping:**

* Utilize interactive maps to display property sales data on a state-by-state basis.
* Identify geographical trends and opportunities for expansion.

1. **Collection Bucket Analysis by Account:**

* Visualize the collection status of accounts related to property sales.
* Streamline collection efforts and improve cash flow management.

1. **Detailed Property Data:**

* Access granular property data for comprehensive analysis.
* Filter and sort properties based on various criteria for a deeper understanding.

1. **Decomposition Visuals for In-Depth Analysis:**

* Utilize decomposition visuals to drill down into data and uncover hidden insights.
* Empower users to explore data at a more detailed level.

**Time Slicer and Key Metrics:**

To enhance the dashboard's versatility, a year slicer has been added to enable the user to focus on specific data by year. At the top of the dashboard, you will find key metrics including total sales, total sales target, total revenue, total properties, and property status, providing an instant overview of the real estate sales landscape.

The "Real Estate Sales Performance Dashboard" is more than just a visualization tool; it's a powerful resource that empowers real estate professionals with actionable insights to drive growth, optimize strategies, and make informed decisions in an ever-evolving market.

For a firsthand experience of the dashboard's capabilities, please explore the interactive Power BI dashboard created for this project.

Make data-driven decisions, outperform competitors, and elevate your real estate sales game with the Real Estate Sales Performance Data Dashboard by Power BI.

**Thank You**