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**INFO 4240 – Data Warehousing**

**University of Denver**

**June 27th, 2018**

**REDWOOD REALTY**

**Executive Summary**

Redwood Realty is a group of real estate professionals who buy and sell homes in northern California. Redwood needs to be able to easily analyze various bids for properties they have listed. This information will be used to create a competitive for Redwood’s agents, allowing them to better inform customers about trends based on information about the homes available for sale. With proper trend information agents can help guide customers for how much to bid on given homes. As a result, Redwood has decided to create a data mart centralized around bids.

**Business Requirements**

* How many bids does Redwood generate for each listing? Which agents are generating the most bids? This will show who is best at generating leads and who needs help.
* What is the average bid price? How does it vary by the number of zip code, bedrooms, bathrooms on the property as well as over time? This will inform Redwood what the market is willing to pay for properties based on its attributes as well as market trends.
* What is the bid/listing price ratio for homes list? How does it vary by the customer’s zip code? This will inform us where customers are willing to pay the most or where the best values are.

**Information Package (IP)**

Information Subject: Bid Analysis

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Bid Agent** | **Property** | **Customer** |
| Year | FirstName | Bedrooms | Address |
| Quarter | Last Name | Bathrooms | City |
| Month | Title | Stories | State |
| Date | Hire Date | Square Feet | Zip Code |
|  | License Date | Year Built |  |
|  | License Status | Lot Size |  |
|  |  | Address |  |
|  |  | City |  |
|  |  | State |  |
|  |  | Zip Code |  |
| **Facts**: Bid Price, Listing Price, Commission Rate, Days On Market | | | |