

# **Enhancing Daft.ie's Online Housing Brokerage through Next-Generation Business Intelligence and Analytics Features**

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**Abstract:** This report describes the implementation of next-generation business intelligence and analytics features in Daft.ie, an online housing broker in Ireland, using Salesforce Sales Cloud and PowerBI. The goal of this implementation is to enhance the platform's ability to provide advanced data visualisation and analysis capabilities to its users. The report first provides an overview of the existing platform and its limitations in terms of business intelligence and analytics capabilities. It then describes the design and implementation of the new features, including the integration of Salesforce Sales Cloud and PowerBI, and their impact on the platform's functionality. The report concludes with a discussion of the benefits of the new features, including improved data accuracy, more efficient decision-making, and increased user engagement, as well as recommendations for future improvements. Overall, this report demonstrates the importance of advanced business intelligence and analytics capabilities in the online housing brokerage industry and provides a valuable case study for other companies seeking to implement similar features in their own platforms.

## Introduction

### Background information on Daft.ie and the problem statement:

Daft.ie is the premier online platform for real estate in Ireland, founded in 1997 by Eamonn and Brian Fallon. The platform is designed to enable users to make informed decisions regarding property transactions, leveraging innovative product features and comprehensive quarterly market analysis, as demonstrated through its flagship publication, The Daft Report, which is widely recognised as the most-read property report in Ireland.

With a distinctive audience of over 2.5 million monthly users, Daft.ie has emerged as the foremost online platform for property searches in Ireland, connecting property professionals with potential buyers and sellers. The platform's success has led to its acquisition by Distilled, which is the leading company in online marketplaces in Ireland, owning three successful platforms: Daft.ie, DoneDeal.ie, and Adverts.ie. These platforms have become well-known for their unique and reliable approach to buying and selling online, with a strong emphasis on community engagement. Together, they provide an unparalleled audience for brands and advertisers seeking to connect with their customer base. Distilled's significant reach, traffic, and data make it the ideal partner for businesses looking to engage with a vast and diverse audience [1].

### Objectives of the report and methodology:

However, despite its success, Daft.ie is constantly seeking to improve its offerings and stay ahead of the curve. To that end, the platform has recently embarked on a project to implement next-generation features using Salesforce Sales Cloud and PowerBI. The goal of this project is to further enhance the user experience and provide users with even more tools to make informed decisions when it comes to buying or selling property.

This report aims to provide an overview of the project and its objectives, as well as the methodology used to achieve them. The report will delve into the specifics of the new features being implemented, the benefits they will offer to users, and the impact they will have on the real estate market in Ireland. Ultimately, the report will provide valuable insights into the ways in which technology can be leveraged to enhance the user experience and drive growth in the real estate industry.

## Literature Review

### **Overview of Business Intelligence and Analytics:**

Business Intelligence (BI) and Analytics play a crucial role in decision-making processes and strategic planning within organisations. BI involves the collection, analysis, and presentation of data to facilitate data-driven decision-making, while analytics refers to the systematic exploration of data to extract meaningful insights and patterns. Both BI and analytics enable organisations to gain a competitive edge by identifying trends, making accurate predictions, and optimising business processes [2].

### **Importance of Business Intelligence and Analytics in the Online Housing Brokerage Industry:**

In the online housing brokerage industry, the importance of BI and analytics cannot be overstated. Real-time data analysis allows housing brokers to monitor market trends, track property listings, and identify potential opportunities. By leveraging BI and analytics, brokers can optimise pricing strategies, identify target markets, and tailor marketing efforts. Furthermore, predictive analytics can aid in forecasting demand, managing inventory, and improving customer satisfaction [3].

### **Existing Tools and Platforms for Business Intelligence and Analytics:**

There are several established tools and platforms available for implementing BI and analytics in the online housing brokerage industry. Salesforce Sales Cloud, a customer relationship management (CRM) platform, offers robust analytics capabilities, enabling brokers to track leads, analyse customer behaviour, and manage sales pipelines effectively [4].

PowerBI, a leading data visualisation and analytics tool, provides interactive dashboards and reports that empower users to explore and communicate insights effectively. Its user-friendly interface and powerful data visualisation capabilities make it a popular choice among businesses across various industries [5].

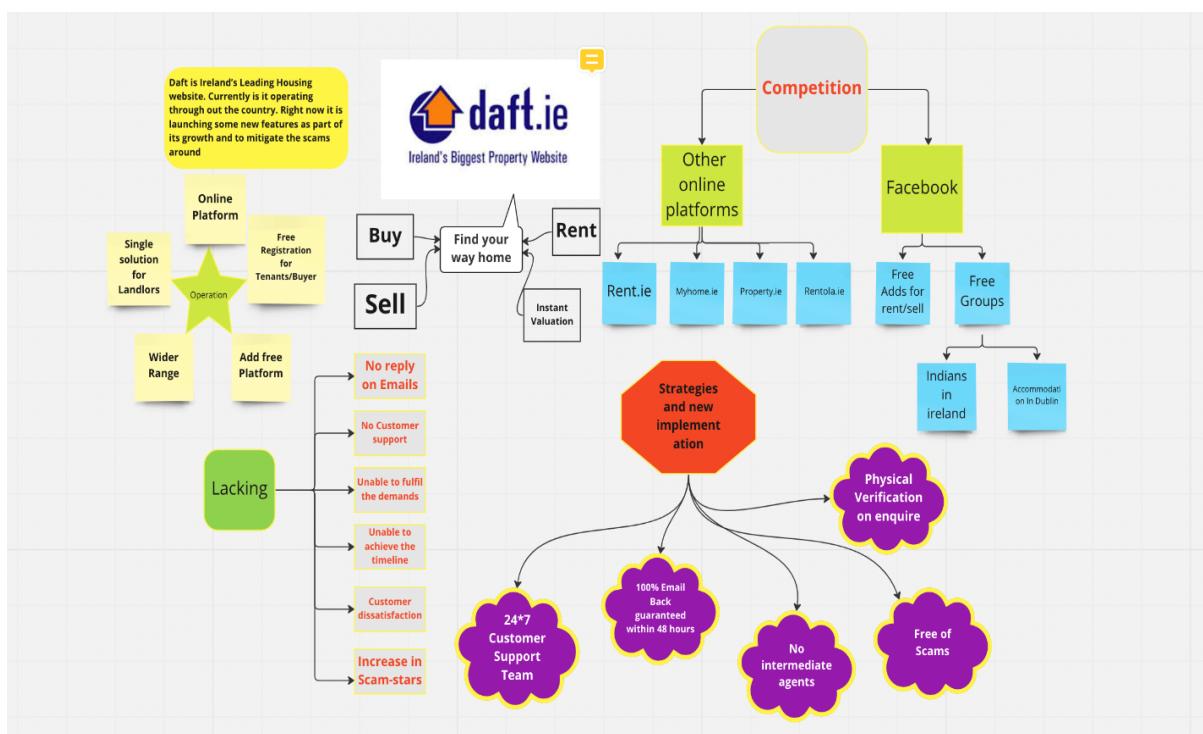
By leveraging the capabilities of Salesforce Sales Cloud and PowerBI, online housing brokers can gain a comprehensive view of their business, make data-driven decisions, and enhance their overall performance in the market.

# Platform Analysis

## Overview of the Current Daft.ie Platform:

The current Daft.ie platform serves as the leading online destination for real estate in Ireland. It provides a user-friendly interface for property searchers and connects them with property professionals. The platform offers a wide range of property listings, allowing users to browse and explore various options based on their preferences and requirements. Additionally, Daft.ie provides features for property owners and agents to advertise their listings and interact with potential buyers or tenants.

## Limitations of the Current Platform in terms of Business Intelligence and Analytics Capabilities:



(A MIRO Presentation of Daft.ie overview, its limitations and competition)

Despite its success, the current Daft.ie platform has certain limitations in terms of business intelligence and analytics capabilities. One limitation is the lack of advanced data analysis tools and reporting functionalities. The platform may not provide comprehensive and real-time insights into market trends, user behaviour, and property performance. This limits the ability of users, property professionals, and the platform itself to make data-driven decisions and optimise their strategies effectively.

**Lack of landlord response:** One limitation of the current Daft.ie platform is the issue of non-responsive landlords. Users may face difficulties in receiving timely replies or updates from

landlords regarding property inquiries or requests for more information. This can lead to delays and frustration for potential tenants or buyers.

**Insufficient customer support:** Another limitation is the absence of comprehensive customer support for proper guidance and assistance. Users may encounter challenges in navigating the platform, understanding listing details, or resolving issues related to their property search. The lack of readily available support can hinder the overall user experience.

**Inability to fulfil tenant demands:** The current platform may face limitations in efficiently matching tenant demands with available properties. This could result in users struggling to find suitable properties that meet their specific requirements, leading to frustration and potential loss of business.

**Failure to meet timelines:** The platform may face challenges in achieving timely updates and listing modifications. This can lead to outdated information, inaccurate availability status, or missed deadlines, negatively impacting user experience and the credibility of the platform.

**Customer/tenant dissatisfaction:** Due to the before mentioned limitations, customers and tenants may experience dissatisfaction with the platform's services. This can stem from a lack of responsiveness, difficulty in finding suitable properties, or inadequate support. Unsatisfied customers may seek alternative platforms or voice their grievances, potentially damaging the platform's reputation.

**Increase in scams:** Another limitation of the current platform is the potential rise in scams or fraudulent listings. Without robust mechanisms in place to verify listings and protect users from fraudulent activities, the platform may become vulnerable to scam listings, leading to potential financial losses and distrust among users.

**Intense competition from other online platforms:** One more limitation of the current Daft.ie platform is the presence of strong competition from other online platforms such as rent.ie, myhome.ie, property.ie, and rentola.ie. These platforms offer similar services and attract a significant user base, creating a competitive landscape for Daft.ie. This competition can impact user acquisition, retention, and overall market share for the platform.

**Free online platforms and Facebook groups:** Another limitation is the availability of free online platforms, including social media platforms like Facebook, which host various groups focused on rental accommodations, such as "Indians in Ireland" or "Dublin rent accommodation." These platforms and groups provide a free alternative for users to find and advertise rental properties. The availability of free options can divert potential users away from paid platforms like Daft.ie, impacting its revenue generation and user base.

**Diverse range of property options:** While the variety of property options available on Daft.ie is often seen as a strength, it can also be a limitation. The extensive range of properties can lead to users feeling overwhelmed or having difficulty narrowing down their search. This can result in a less streamlined user experience and potentially lead users to explore alternative platforms that offer a more focused property selection.

**Potential limitations in user engagement and community interaction:** Compared to social media platforms or dedicated community-driven websites, Daft.ie may have limitations in terms of fostering user engagement and community interaction. The platform's primary focus is on property listings and transactions, which may not provide the same level of social engagement and community-building opportunities as dedicated online communities or social platforms.

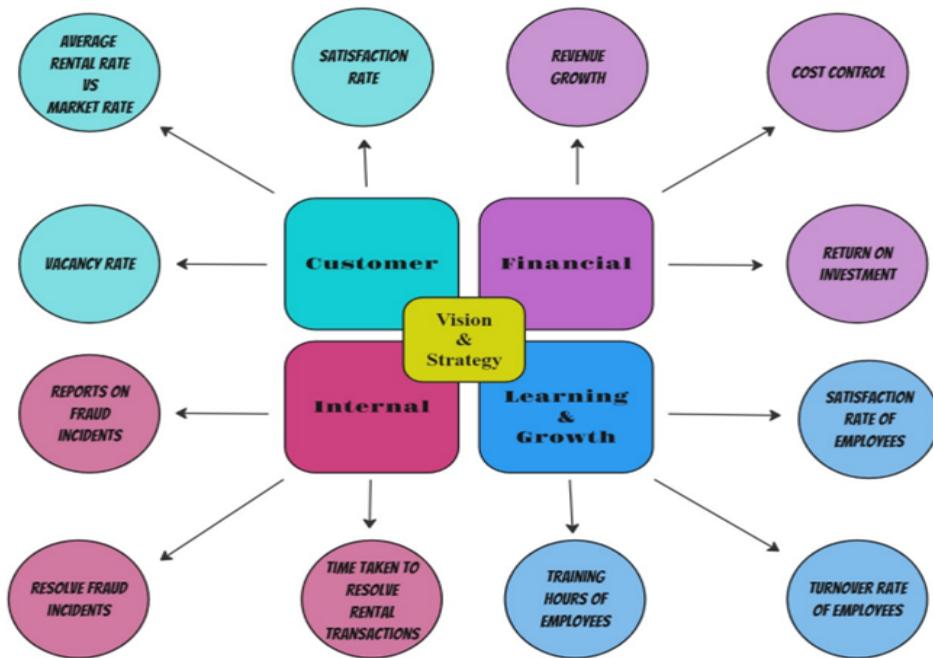
To address these limitations, Daft.ie can explore strategies such as enhancing its unique value proposition, improving user engagement features, and leveraging targeted marketing efforts to differentiate itself from competitors. Additionally, building a stronger online community and offering additional value-added services can help retain users and establish Daft.ie as the preferred platform for property search and transactions in Ireland. The implementation of next-generation features using Salesforce Sales Cloud and PowerBI can significantly enhance the platform's business intelligence and analytics capabilities. These tools can provide advanced data analysis, reporting, and visualisation capabilities, enabling users and property professionals to access valuable insights, track performance metrics, and make data-driven decisions with confidence.

## **Analysis:**

### **1) Balanced scorecard (BSC):**

It is a tool that enables firms to communicate performance across all organisational levels, align goals with strategy, and track progress toward goals. In order to establish a balanced approach to strategic management. Also, it enables firms to measure performance from a variety of viewpoints, including financial, customer, internal processes, and learning and growth. Organisations may establish a common view of what is crucial, establish priorities, and efficiently distribute resources by adopting the Balanced Scorecard. It is a crucial instrument for enhancing performance and accomplishing organisational objectives.

In the Figure below, we have created a strategy map that entails how our company implements CRM and business intelligence solutions using several viewpoints(also known as perspectives in BSC terminology) to achieve the intended aims of standing out in the market.



## BSC Strategy Map for Business

There are four perspectives present here, they are as follows:

**a) Perspective: Financial –**

- I. **Objective:** To achieve financial sustainability and profitability.
- II. **Measures:**
  - Revenue growth
  - Cost control
  - Return on investment.
- III. **Targets:**
  - Increase revenue growth by 10% over the next year.
  - Reduce costs by 5% over the next year.
  - Achieve a return on investment of 15%.
- IV. **Initiatives:**
  - Develop a pricing strategy that is competitive but still allows for profitability.
  - Implement cost-saving measures such as improved supply chain management.

**b) Perspective: Customer –**

I. **Objective:** To provide affordable and secure rental housing to customers.

**II. Measures:**

- Customer satisfaction rate
- Average rental rate compared to market rates.
- Rental unit vacancy rate

**III. Targets:**

- Increase customer satisfaction rate to 90%.
- Maintain rental rates that are at least 10% lower than market rates.
- Maintain a rental unit vacancy rate of less than 5%.

**IV. Initiatives:**

- Implement a feedback system to gather customer input and improve services.
- Conduct market research to determine optimal rental rates.

**c) Perspective: Internal Processes -**

I. **Objective:** To streamline rental processes and minimize rental fraud.

**II. Measures:**

- Number of fraud incidents reported
- Average time is taken to resolve fraud incidents
- Time is taken to complete rental transactions

**III. Targets:**

- Reduce the number of fraud incidents reported by a considerable ratio.
- Reduce the average time taken to resolve fraud incidents by a considerable ratio.
- Reduce the time taken to complete rental transactions by a considerable ratio.

**IV. Initiatives:**

- Develop a background check system for landlords and property owners.
- Implement a fraud reporting and resolution process.
- Simplify the rental process to reduce transaction times.

**d) Perspective: Learning and Growth –**

- I. **Objective:** To develop the skills and knowledge of employees to better serve customers and reduce fraud.
- II. **Measures:**
  - Employee training hours
  - Employee turnover rate
  - Employee satisfaction rate
- III. **Targets:**
  - Increase employee training hours by 20%.
  - Reduce employee turnover rate to less than 10%.
  - Achieve an employee satisfaction rate of 90%.
- IV. **Initiatives:**
  - Develop a training program for employees on rental fraud prevention.
  - Offer incentives and benefits to reduce employee turnover.
  - Conduct employee surveys to identify areas for improvement in job satisfaction.

Dependencies associated – Monitoring external and internal factors that may impact on the achievement of our business objectives and adjusting its strategy accordingly. This might include factors such as changes in government policies, economic conditions, or competition from other rental platforms. The company should stay flexible and responsive to changes in the environment.

## 2) Gap Analysis:

It is a tool that determines the difference between the present state and the desired situation. We have implemented this analysis on our business model to analyse the business's existing situation and evaluate some solutions that will help us achieve more accurate results and a better business model.

The stages(states) in the analysis are mentioned below:

### a) STATE: CURRENT

- Housing crisis in Ireland, with skyrocketing rents and sometimes doesn't specifically meet customer's demand.
- Many immigrants are searching for housing on big platforms such as daft.ie and social media but falling into traps of fraudsters.
- Daft.ie does not have certain filters to conduct background checks on landlords or customers.

- There is no specific company in place to minimize these frauds and provide affordable housing options to immigrants and other people searching for rental property.

**b) STATE: DESIRED**

- Housing crisis is mitigated, and rents are reasonable and also meet customers' demands.
- Immigrants searching for housing are protected from fraud and have access to safe, affordable housing options.
- Daft.ie and other platforms have filters in place to conduct background checks on landlords and customers.
- There is a specific company in place to minimize fraud and provide affordable housing options to immigrants.

**c) ANALYSIS OF GAP:**

**Gap 1:** Lack of filters on daft.ie and social media platforms to conduct background checks on landlords and customers.

**Gap 2:** Lack of affordable housing options for immigrants in Ireland.

**Gap 3:** High incidence of fraud in the housing market.

**Gap 4:** Lack of a specific company to address these issues and provide affordable housing options to immigrants.

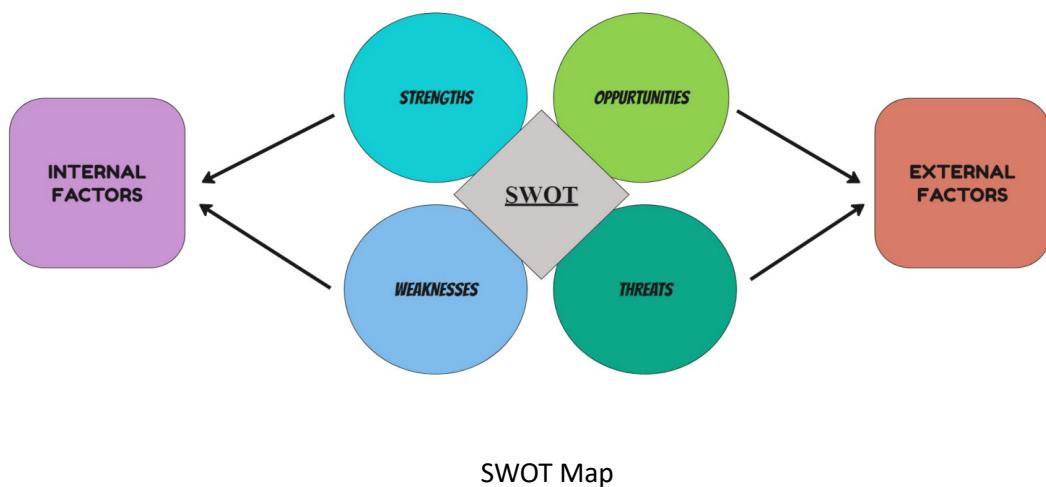
**d) MITIGATION TECHNIQUES:**

- Created a platform (CRM) using the Salesforce sales cloud that includes rigorous background checks on landlords and customers to minimize fraud.
- A lobby has been built on CRM to get leads for receiving information about potential rental properties that will ensure customers' safety and help meet their requirements.
- A dashboard is designed to track the rise in rental rates and the distribution of its elements in the years 2021 and 2022.

- Created a dashboard showcasing the rise of immigrants in the country.
- Another dashboard was created to analyse the issues that our project consists.
- Built a platform where customers can give their queries and requirements via email or contact which will be evaluated and required solutions will be provided to them.
- A tracker is built to identify potential customers and then move forward with other process', this will help in minimising fraud.
- 

### 3) SWOT Analysis:

It is a tool that provides a platform where we can carry out our analysis strategically. It is used to determine an organisation's advantages(strengths), where it lacks(weaknesses), new ideology and chances provided by it(opportunities), and possible threats that an organisation may face (as shown in Figure below). They are included in two categories, strength and weakness fall under internal factors category whereas opportunities and threats come under external factors category.



SWOT Map

For our business, the analysis of all the aspects as mentioned in the above figure are as follows:

#### a) INTERNAL FACTORS: STRENGTHS

- To reduce fraud, offer a rental platform that includes thorough background checks on tenants and landlords.
- Ability to create a user-friendly platform and hassle-free processes to receive the required services and information.
- offering immigrants in Ireland choices for affordable and secure homes.
- Potential to partner with other organisations to increase the availability of affordable housing options in Ireland.

**b) INTERNAL FACTORS: WEAKNESSES**

- Lack of experience in the housing industry may lead to challenges in establishing the company and developing the platform.
- The service will be paid for, which may drive many potential customers away.
- Difficulty in attracting customers to a new platform in a competitive market and also gaining their trust.
- Haven't established a significant social media marketing platform.

**c) EXTERNAL FACTORS: OPPORTUNITIES**

- Growing demand for affordable and safe housing options in Ireland
- Increasing government and public focus on the housing crisis and need for improved regulation in the rental market.
- Potential to expand the company to other countries with similar housing challenges and immigrant populations.

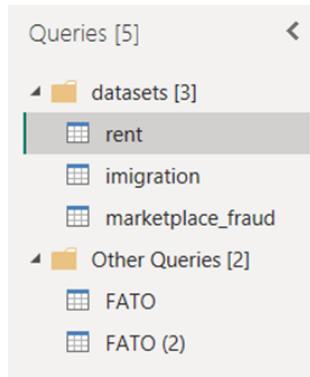
**d) EXTERNAL FACTORS: THREATS**

- Competition from established rental platforms and other emerging companies in the rental market such as rent.ie, Airbnb. New companies such as Ziggy, Movebubble , HouseMe etc can be potential threats.
- Economic downturns or changes in the housing market that could impact demand for rental properties.
- Potential for increased government regulation that could create additional challenges or costs for the company.

## **Design and Implementation**

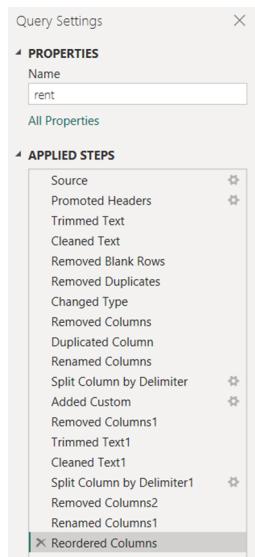
### **Data Cleaning and Connections**

For the cleaning and validation of the datasets, we used PowerQuery, which is a data transformation and data preparation engine from PowerBI. First, we started adding our dataset and creating 2 tables named “FATO”, these tables are the common columns between the datasets and it will be used in further steps to link the data.



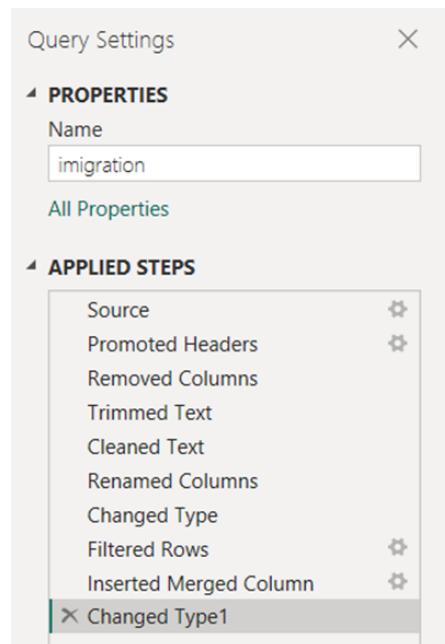
The first dataset is called “rent”, it is responsible for bringing all rent cost from 2021 and 2022 over regions of Ireland. When the dataset was added in the PowerQuery, we performed the following steps for validation of data:

- Trim and Clean are responsible to removes irregular spacing spaces and all control characters not needed.
- Black Rows and Duplicates were removed to avoid errors while calculating and making the visualisations.
- Changed Type as making sure the data is using the actual type as text, whole number or decimal number.
- Removing unnecessary columns.
- Creating a duplicate column of “Location” to preserve the original data, and manipulation the duplicated to show only the city. Example: Dublin 6W became Dublin, BallyBane/Galway became only Galway.



The second dataset is called “immigration”, it is responsible for bringing the number of immigrants that came to Ireland from 2021 and 2022. When the dataset was added in the PowerQuery, we performed the following steps for validation of data:

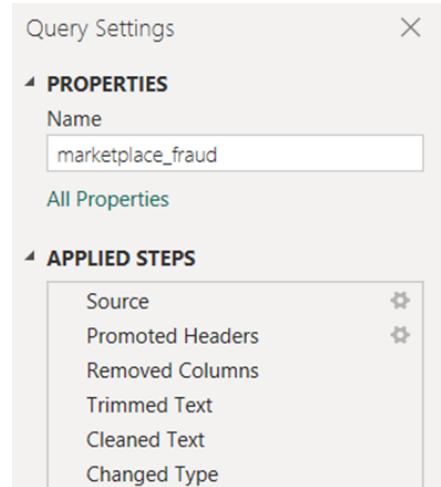
- Removing unnecessary columns.
- Trim and Clean are responsible to removes irregular spacing spaces and all control characters not needed.
- Renaming columns for more understanding while working in the dashboards.
- Changed Type as making sure the data is using the actual type as text, whole number or decimal number.
- Filter only the wanted years.
- Since the month and the year came in different columns, we merged both so we could use a “date” column in our analysis.



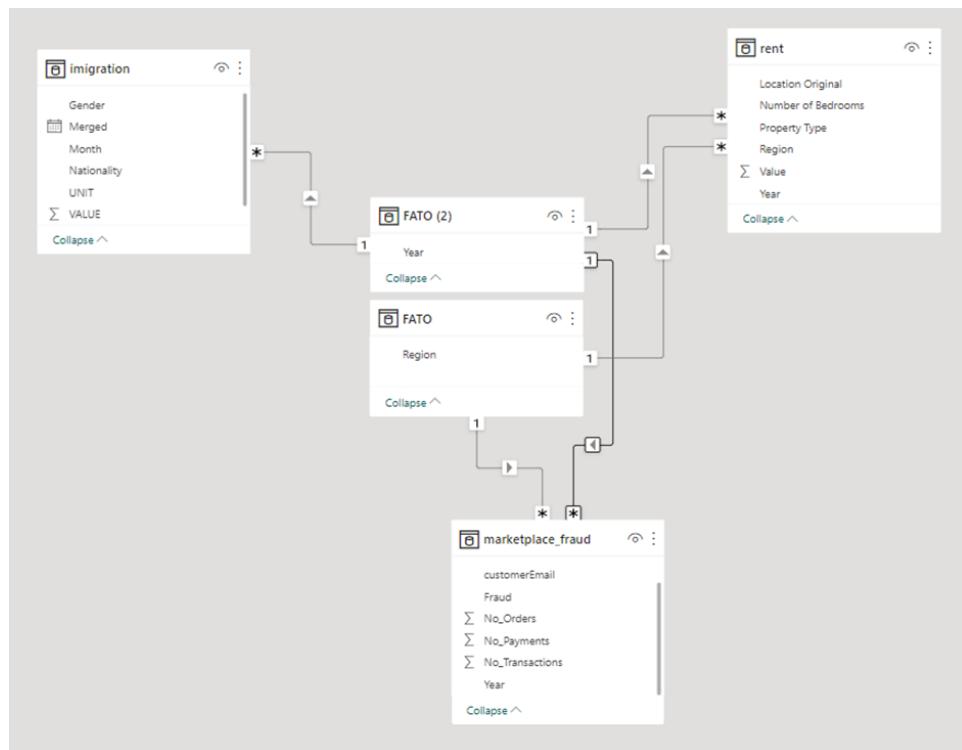
The third dataset is called “marketplace\_fraud”, it is responsible for bringing the number of frauds over Ireland while people were trying to find a place to live. When the dataset was added in the PowerQuery, we performed the following steps for validation of data:

- Removing unnecessary columns.
- Trim and Clean are responsible to removes irregular spacing spaces and all control characters not needed.

- Black Rows and Duplicates were removed to avoid errors while calculating and making the visualisations.
- Changed Type as making sure the data is using the actual type as text, whole number or decimal number.

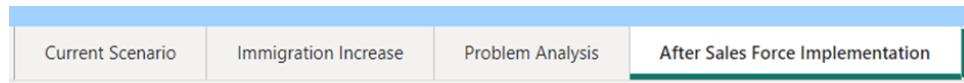


After performing the validation of our dataset, a StarSchema created showing the connection linking the datasets. A StarSchema is a mature modelling approach widely adopted by relational data warehouses. It requires modelers to classify their model tables as either dataset or fact [6]. This means we can link our dataset with each other if they have cardinality.



## Visualization of the problem

After performing the modelling of our datasets, we can proceed with the creating of our dashboards. To understand and visualise the issue, 3 dashboards were created to analyse and find information to work with and proceed to make improvements, which are going to be shown in forth dashboard.

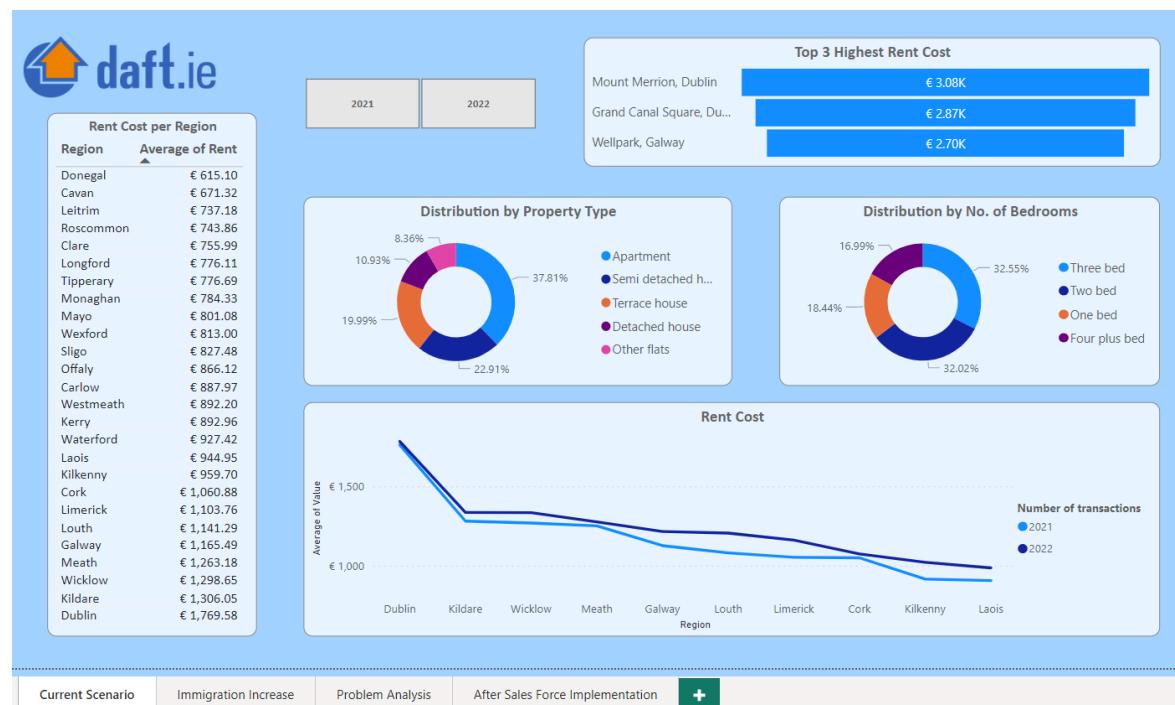


- **Dashboard 1: Current Scenario**

This first dashboard has the goal of showing the increase of rent and the distribution of its characteristics over 2021 and 2022.

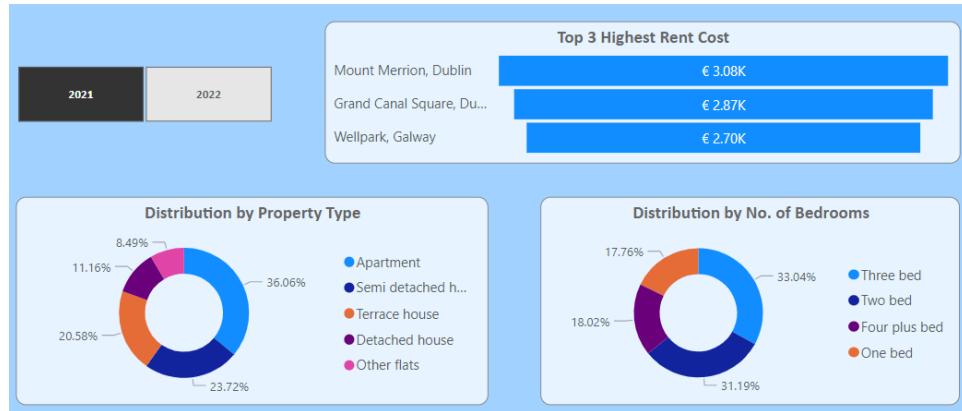
A table named “Rent Cost per Region” was created with the goal of find out the average cost of rent per city in Ireland. As we can see, Dublin is far ahead about rent cost compared to the other major cities in Ireland, which followed a price around € 1.100 to € 1.300.

Also, a line chart named “Rent Cost” was created verify the difference of rent cost per city between 2021 and 2022. We can see the increase of rent over these 2 years, but the most significant insight is that in Dublin and Cork, the increase was minimum compared to Galway, Louth and Limerick.



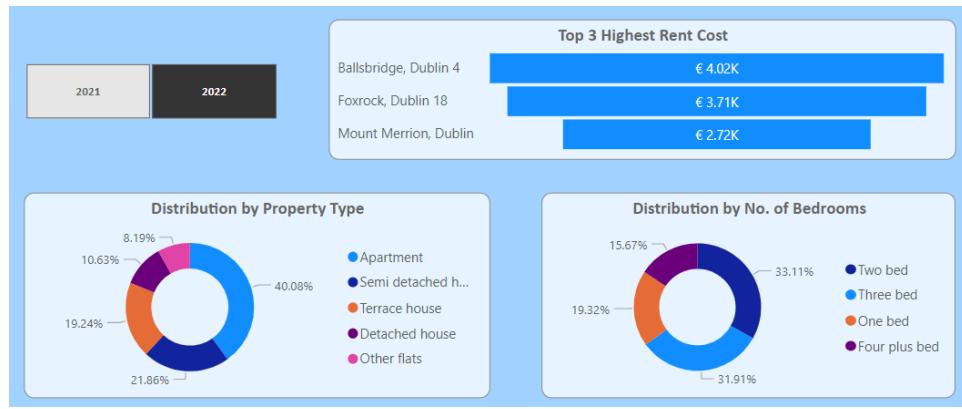
When focused our analysis only in 2021. We can see the Top 3 most expensive places to live in Ireland, which were Mount Merrion and Grand Canal Square in Dublin, followed by Wellpark, in Galway.

We can also get as an insight, that in 2021, more than 50% of the population was distributed in Apartments and Semi-detached housed with 2 to 3 bedrooms.



Then, for our analysis in 2022, we can see the Top 3 most expensive places to live in Ireland changed, now being Ballsbridge, Foxrock and Mount Merrion, all three in south of Dublin.

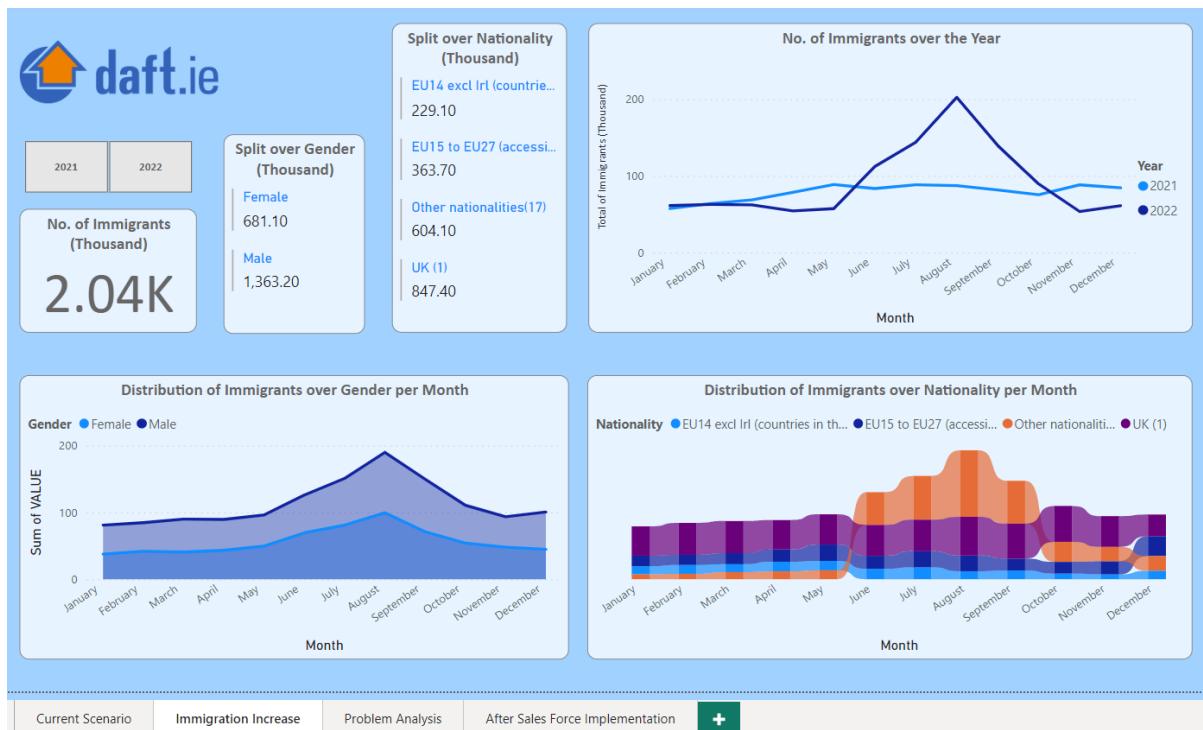
We can also see the preference for Apartments and Semi-detached housed with 2 to 3 bedrooms have increased in 2022, with more than 60% of the population distributed in these types of properties.



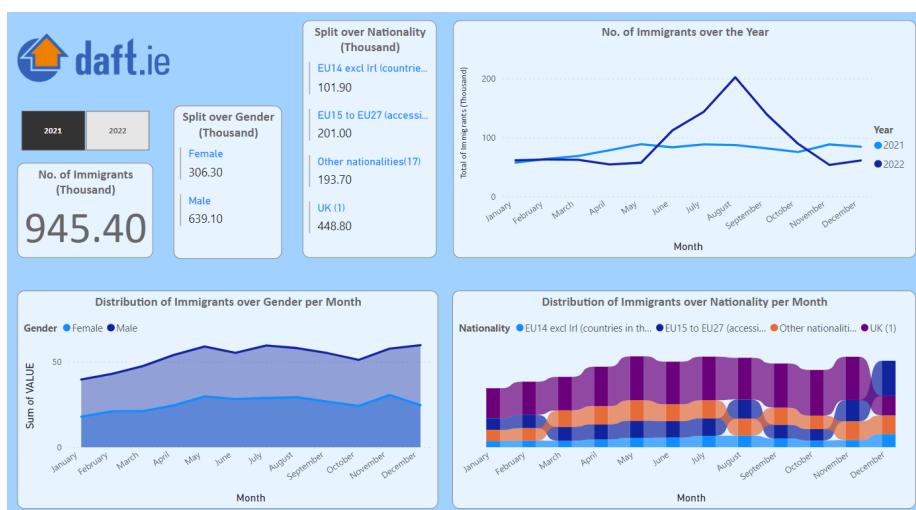
#### • Dashboard 2: Immigration Increase

The second dashboard has the goal of showing the increase of immigration in Ireland, bringing its division by gender and nationality over 2021 and 2022.

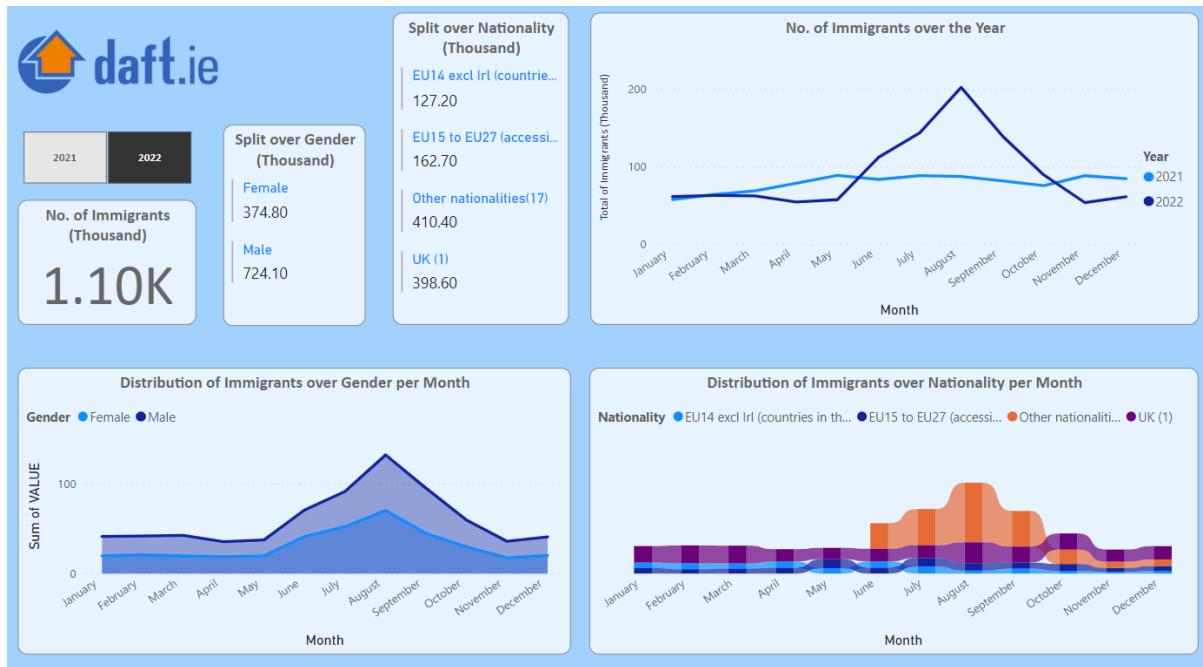
Using a KPI feature, we found that 2millions of immigrants have landed in Ireland over these years, majority being male and not European or British. We can see the picks of entrance in the line chart named “No. of Immigrants over the Year”, that in 2021 follow a continuous line, however, 2022 had its most immigrants over summer and autumn (June, July, August and September).



When focused our analysing in 2021, we can see more than 60% of immigrants were male and from UK, only December were Europeans between 15 to 27 years old. The entrance over the month is shown as continuous.

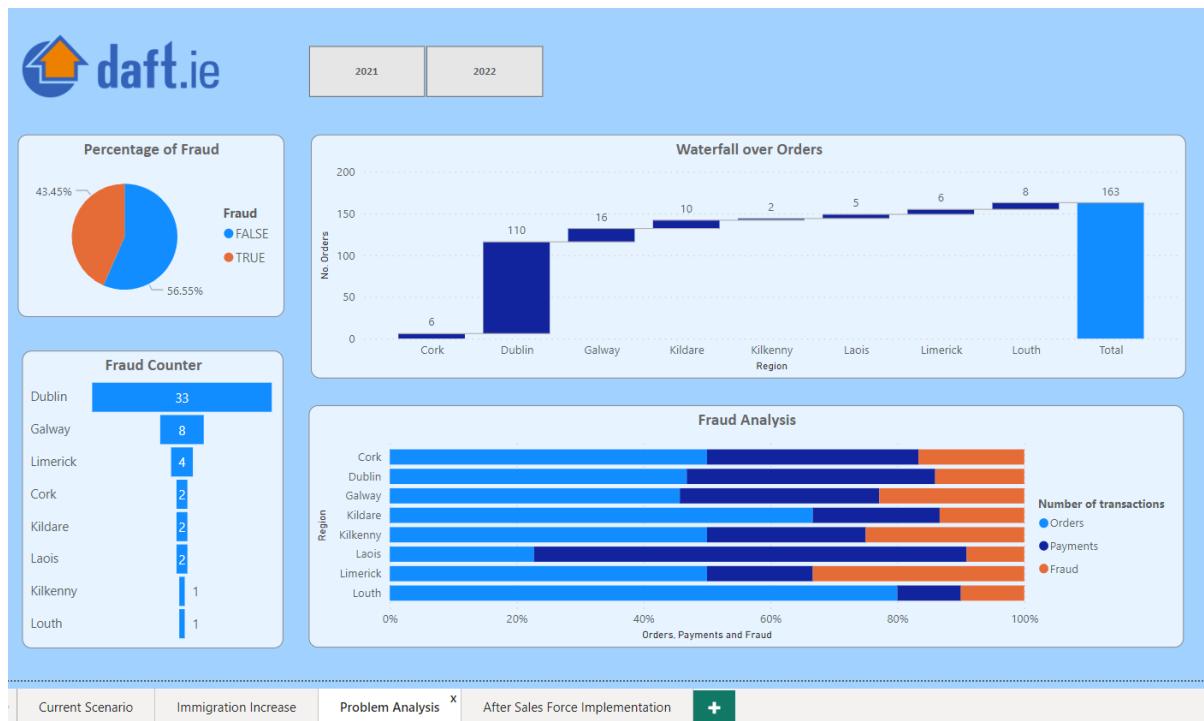


Now jumping our analysing to 2022, we can see the increase to 70% of male immigrants, from January until May from UK, then change to “Other nationalities” over the summer and autumns, and then it comes back to British from October on. In the area chart, we see the entrance of immigrants over the month, here, we can see the big jump of people coming to Ireland in June, July, August (its pick) and September.



- **Dashboard 3: Problem Analysis**

The third dashboard has the goal of showing the real problem our team is focused in solving. Using a pie chart, we can see that over 40% of the orders created in Daft.ie suffered scam or other kind of fraud, most of it in Dublin, then followed for Galway and Limerick. In the waterfall chart, we can see that most orders are created to find a place to live in Dublin. In the Fraud Analysis chart, we see the percentage of fraud over the orders received, showing that Limerick received only a few orders but big part of them were fraudulent. Even though Dublin received the greatest number of frauds, we can see that when checked the bigger picture, compared with its total number of orders, it was only the fifth shown, with a total of 14% of fraudulent orders.



When selected only the year of 2021, we see it was a turbulent year considering fraud, since over 45% of the orders created in Daft.ie suffered scam or other kind of fraud, most of it, again, in Dublin, then followed for Galway and Limerick. In the Fraud Analysis chart, we see Limerick still leading the percentage, but now followed closely by Kilkenny.



When selected only the year of 2022, we see the number of fraudulent orders reduced to 39%, most of it, still, in Dublin, then followed for Galway and now Cork, Laois and Limerick with only 1 fraud each. In the Fraud Analysis chart, we see Limerick still leading the percentage, but now followed by Laois. In 2022, Dublin achieved 27% of its orders as fraud, which was bigger than 2021, when its percentage was only 12%. Meaning, according to total of orders of these years, 2022 was more likely for an order to be fraud.

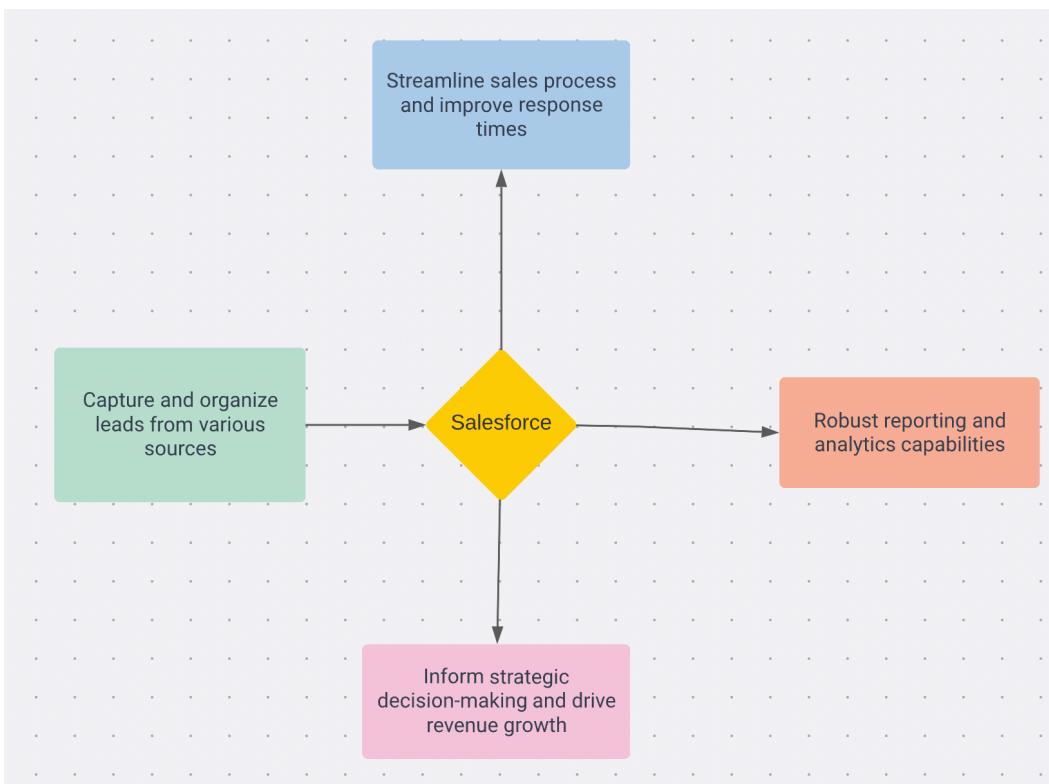


## Benefits of Implementing Salesforce Sales Cloud for Daft.ie

Salesforce Sales Cloud is a CRM platform that helps organizations manage sales processes and interactions with customers. Implementing Salesforce Sales Cloud can benefit Daft.ie in the following ways:

- **Comprehensive Lead Management:** Efficiently track and manage leads throughout the sales cycle, ensuring no potential customer is overlooked.
- **Enhanced Communication and Collaboration:** Real-time collaboration tools facilitate effective teamwork and knowledge sharing among sales teams.
- **Streamlined Sales Processes:** Automate repetitive tasks and ensure consistent and efficient sales processes.

- **Improved Customer Relationship Management:** Gain a comprehensive view of customer information to personalize interactions and enhance customer satisfaction and loyalty.
- **Sales Performance Analytics:** Access valuable insights into sales performance and trends through robust reporting and analytics capabilities.
- **Integration with Other Systems:** Seamlessly integrate Sales Cloud with other tools or platforms, enhancing efficiency and data accuracy.



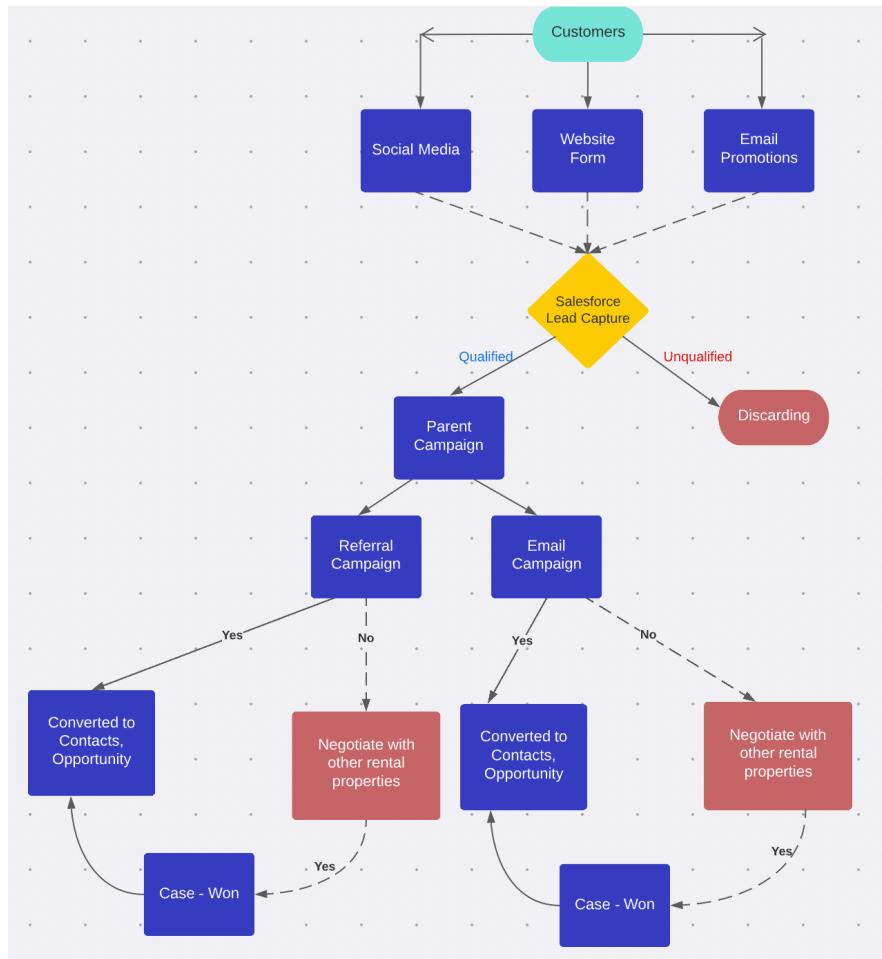
### (Salesforce and its key features)

By implementing Salesforce Sales Cloud, Daft.ie can benefit from a comprehensive CRM solution that enhances sales processes, improves customer engagement, and provides valuable insights for data-driven decision-making. These capabilities can help Daft.ie stay ahead of the competition, optimise user experiences, and drive business growth.

### Flowchart: Lead Capturing and Conversion Process for Daft.ie

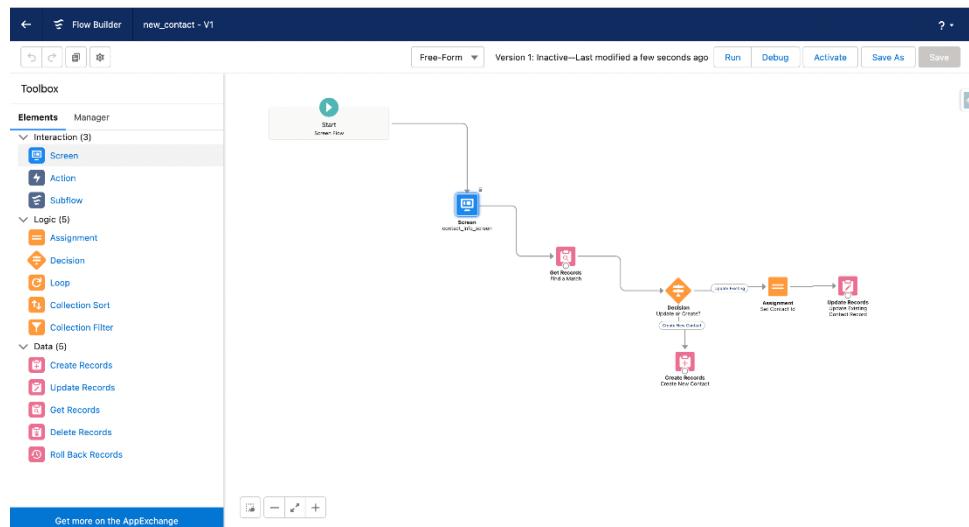
## Lead Capturing and Conversion Process for Daft.ie:

- Various sources of lead generation, such as social media, website forms, and email promotions, contribute to lead capture.
- Leads are entered into the Salesforce Sales Cloud for evaluation
- Qualified leads are processed for conversion.
- Parent campaigns are associated with qualified leads for tracking and reporting purposes.
- Targeted email campaigns nurture the interest of qualified leads.
- Referral campaigns leverage word-of-mouth marketing to expand the customer base.
- Qualified leads are converted into contacts and opportunities within Salesforce.
- This systematic approach ensures a streamlined and efficient sales pipeline, optimising sales efforts and increasing the chances of converting leads into satisfied customers.



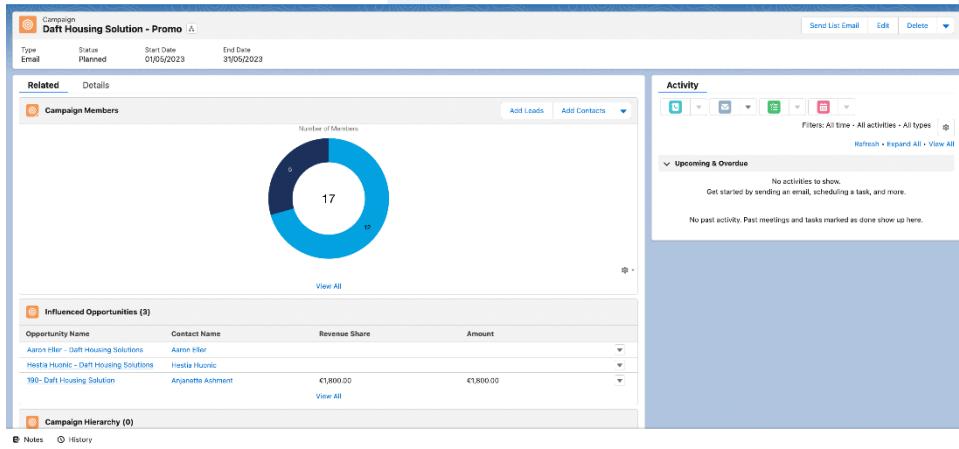
This lead capturing and conversion process enables Daft.ie to effectively manage and convert leads from various sources, facilitating business growth and success also protect from fraud.

**Generating Leads:** Daft.ie has implemented various lead generation strategies, including organising campaigns, advertisements, marketing events, form submission, and meetings with stakeholders. These efforts have successfully attracted potential customers who have shown interest in the platform. These potential customers are then captured and saved as leads within Daft.ie's CRM system, ready for further engagement and conversion.



**Automated flow is created by Salesforce Flow Builder:** At Daft Housing Solutions, we leverage the power of Salesforce Flow Builder to optimise our lead generation process. By creating customised forms using Flow Builder, we effortlessly capture essential details from potential customers, automatically generating new leads in our CRM. This streamlined and automated approach empowers us to efficiently manage and nurture leads, delivering a seamless experience for our team and clients alike.

**Generalise form created to generate leads in CRM**



Daft Housing Solutions has one parent campaign and two child campaigns in Salesforce. The parent campaign serves as a central organising entity, while the two child campaigns are focused on specific marketing initiatives. One child campaign is dedicated to email promotions, where targeted emails are sent to engage potential customers. The other child campaign focuses on referral programs, leveraging word-of-mouth marketing to expand our customer base. These campaigns help us effectively manage and track our marketing efforts, ensuring a targeted and coordinated approach to reaching our audience and driving business growth.

Lead Generation											
Leads											
All Open Leads											
100+ items · Sorted by Name · Filtered by All leads - Lead Status · Updated a few seconds ago											
#	Name	Company	Title	Status/Pro... e.g. Qualified	Phone	Email	Lead Stat... e.g. New	Own... e.g. Saheli	Own... e.g. Dutta	Created Date	
1	Aaron Eller	68		Qualified	+353 (137) 759-7385	aeller1v@nature.com	New	Saheli	Dutta	11/05/2023, 14:39	▼
2	Alenson Aronovitz	145		Qualified	+353 (161) 431-0845	aaronovitzd@skype.com	New	Saheli	Dutta	11/05/2023, 14:39	▼
3	Albrecht Ludgate	42		Qualified	+353 (549) 907-2443	aludgate15@archive.org	New	Saheli	Dutta	11/05/2023, 14:39	▼
4	Alessandro Mulvernia	55		Qualified	+353 (196) 191-7060	amuvernia1@ox.ac.gov.au	New	Saheli	Dutta	11/05/2023, 14:39	▼
5	Alexandros Sandlin	171		Qualified	+353 (161) 497-9167	asandlin14@nyu.edu	New	Saheli	Dutta	11/05/2023, 14:39	▼
6	Alfonso Lindell	45		Qualified	+353 (702) 417-8864	alindell1@berkeley.edu	New	Saheli	Dutta	11/05/2023, 14:39	▼
7	Annelisa Skillington	93		Qualified	+353 (712) 465-3903	askilling1@geocities.jp	New	Saheli	Dutta	11/05/2023, 14:39	▼
8	Amy Jordan (Sample)	Lee Enterprise, Inc	VP Purchasing	Georgia	+1(800) 667-6389	info@salesforce.com	Unqualified	Saheli	Dutta	11/05/2023, 11:10	▼
9	Andy Smith (Sample)	Universal Technologies	Vice President	Connecticut	+1(800) 667-6389	info@salesforce.com	New	Saheli	Dutta	11/05/2023, 11:10	▼
10	Anjanette Ashment	190		Qualified	+353 (516) 290-7785	ashment59@soundcloud.com	New	Saheli	Dutta	11/05/2023, 14:39	▼
11	Annalee Phillips	148		Qualified	+353 (442) 907-0011	aphillip43@instats.com	New	Saheli	Dutta	11/05/2023, 14:39	▼
12	Amnona Bromet	86		Qualified	+353 (561) 118-7702	abromet2@shop-pro.jp	New	Saheli	Dutta	11/05/2023, 14:39	▼
13	Ariela Carrell	182		Qualified	+353 (103) 434-8220	acarrell1@nationalgeographic.com	New	Saheli	Dutta	11/05/2023, 14:39	▼
14	Aubine Street	134		Qualified	+353 (140) 424-6216	asstreet3@telepress.com	New	Saheli	Dutta	11/05/2023, 14:39	▼
15	Barr Fielding	12		Qualified	+353 (566) 176-0528	bfielding1@google.com.hk	New	Saheli	Dutta	11/05/2023, 14:39	▼
16	Bellina Kyndred	29		Qualified	+353 (191) 655-7830	bkyndred1@metaversolutions.com	New	Saheli	Dutta	11/05/2023, 14:39	▼
17	Benji Bracchi	143		Qualified	+353 (710) 187-0467	bbracchi3@cornell.edu	New	Saheli	Dutta	11/05/2023, 14:39	▼
18	Berky Hancock	82		Qualified	+353 (393) 983-0746	bhancock2@utexas.edu	New	Saheli	Dutta	11/05/2023, 14:39	▼
19	Bert Rosenberg	26		Qualified	+353 (498) 483-7810	brosenberg1@behance.net	New	Saheli	Dutta	11/05/2023, 14:39	▼

**Qualifying Leads:** After lead generation, Daft.ie takes the necessary steps to qualify the leads and determine their potential as customers. This qualification process involves reaching out to the leads through phone calls and emails. By engaging in direct communication, Daft.ie aims to gather more information about the leads, understand their specific needs and preferences for rental assets, and assess their level of interest in the

services offered. Through these interactions, Daft.ie can determine which leads meet the qualifying criteria and are more likely to convert into customers.

Campaign Members									
Type	Status	Name	Title	First Name	Last Name	Company			
Lead	Responded	Anjanette Ashment		Anjanette	Ashment	100			
Contact	Responded	Arnelina Skillington		Arnelina	Skillington	Daft Housing Solutions			
Lead	Responded	Cinderella Robertson		Cinderella	Robertson	71			
Lead	Responded	Bud Dilnot		Bud	Dilnot	66			
Contact	Responded	Aaron Bud Dilnot		Aaron	Eller	Daft Housing Solutions			
Contact	Sent	rahul deb		rahul	deb	Daft Housing Solutions			
Contact	Sent	Hestia Iusovic		Hestia	Iusovic	Daft Housing Solutions			
Lead	Sent	Alanson Arnonovitz		Alanson	Arnonovitz	146			
Lead	Sent	Albrecht Ludgate		Albrecht	Ludgate	42			
Lead	Sent	Chris Clapham		Chris	Clapham	173			
Lead	Sent	Brynn Abbey		Brynn	Abbey	94			
Lead	Sent	Rhyndy Guillane		Rhyndy	Guillane	54			
Lead	Sent	George Youhill		George	Youhill	5			
Lead	Sent	Gina Hentze		Gina	Hentze	4			
Lead	Sent	Ortz Jacobowitz		Ortz	Jacobowitz	51			
Lead	Sent	Gabi Killether		Gabi	Killether	110			
Lead	Sent	Geordie Witchell		Geordie	Witchell	209			

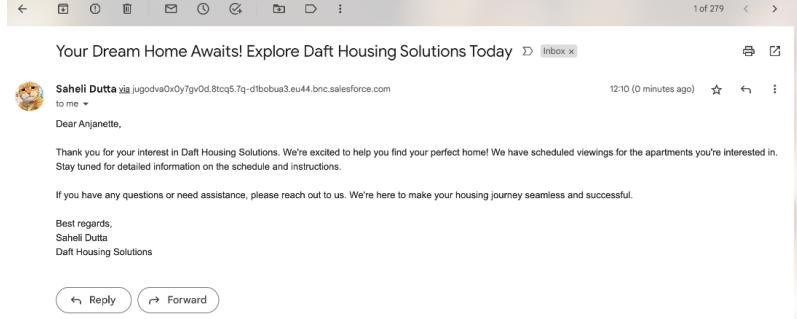
Above image shows that Anjanette responded to email which was sent by Daft Housing Solution as a part of email promo campaign.

The screenshot displays a lead management system interface. At the top, there's a navigation bar with options like Home, Leads, Accounts, Contacts, Opportunities, Campaigns, Tasks, Chatter, and Groups. Below the navigation is a specific lead record for "Anjanette Ashment". The lead details include Company (100), Title (100), Phone (+353 (01) 290-7785), and Email (ashments@soundcloud.com). A progress bar at the top indicates the lead is currently in the "New" stage of the pipeline. To the right of the lead details is a "Guidance for Success" section with instructions for determining lead qualification. The main workspace shows activity logs for May 2023, including a recent call log. On the right side, there are related sections for "Campaign History" (listing one entry for "Daft Housing Solution - Promo") and "Files" (0). The bottom of the screen shows a URL: mailto:ashments@soundcloud.com.

After qualifying the leads, a phone call is made to confirm Anjanette's interest. Result is positive and the lead status changes from "unqualified" to "new," indicating potential as a customer. The sales team will then nurture and engage Anjanette further to progress along the sales pipeline.

The screenshot shows the Salesforce Lead Generation interface. The lead record for 'Anjanette Ashment' is displayed. Key fields include Company (190), Website, Industry, and No. of Employees. The activity timeline shows a recent call from 'Saheili Dutta'. A related email from 'Saheili Dutta' is shown, confirming a viewing appointment.

An email is sent to the lead regarding the viewing. The next step in the process is to wait for Anjanette's response or any further inquiries regarding the scheduled viewings.



The email serves as a confirmation and provides Anjanette an intimation about the viewing. The sales team at Daft.ie remains available to assist and ensure a smooth and successful housing journey for Anjanette.

The screenshot shows the Salesforce Lead Generation interface. The lead record for 'Anjanette Ashment' is displayed. Key fields include Title, Email (nuthakura.t@gmail.com), and Phone (512-312-280-7785). A related meeting is listed, and the activity timeline shows a recent email from 'Saheili Dutta'.

The next step is to conduct a scheduled meeting with Anjanette to discuss various aspects related to the property. The meeting agenda includes introductions and opening remarks, a review of property details and specifications, discussions on pricing and negotiations, and finalizing rental terms and conditions. This meeting aims to address any questions or concerns Anjanette may have and to ensure a smooth and satisfactory rental agreement for both parties. Also, Lead status changed from new to working.

The next step is for Anjanette to review the personalised quote provided by Daft Housing Solutions. The quote includes details of available properties in Dublin, specifically in the desired locations of Dublin 2 to Dublin 6, along with their respective bedrooms and monthly prices. Anjanette is encouraged to schedule viewings or request additional information from the team to proceed with finding her ideal home.

**Personalized Quote for Your Dream Home in Dublin**

Saheli Dutta <fa936w4fbz3vgj0.09idtx5.7q-d1bobua3.eu44.bnc.salesforce.com>  
to me ▾  
12:16 (0 minutes ago)

Dear Anjanette,

Thank you for considering Daft Housing Solutions for your home search. We are excited to assist you in finding the perfect home in Dublin, specifically from Dublin 2 to Dublin 6.

Based on your requirements, we have curated a list of available properties that match your preferences. Please find below a personalized quote for your consideration:

- Property Name: Cozy Haven  
Location: Dublin 4  
Bedrooms: 2  
Price: €1,800 per month
- Property Name: Spacious Retreat  
Location: Dublin 6  
Bedrooms: 3  
Price: €2,500 per month
- Property Name: Modern City Living  
Location: Dublin 2  
Bedrooms: 1  
Price: €1,400 per month

Please note that these are just a few examples from our extensive portfolio. We have many more options available that may suit your needs.

If you would like to schedule viewings or require additional information, please do not hesitate to contact our team. We are here to assist you in every possible way to ensure you find your dream home in Dublin.

Thank you for considering Daft Housing Solutions. We look forward to helping you find your ideal home.

This is the email screenshot which Anjanette received from Daft.

Subject: Negotiation Request for Property in Dublin

Dear Daft Housing Solutions,

I hope this email finds you well. I am writing to discuss a potential negotiation for one of the properties listed in your quote.

Regarding the property "Cozy Haven" in Dublin 4, I would like to propose a slightly lower monthly rent of €1,700. Based on my budget and market research, I believe this adjustment would better align with my financial circumstances.

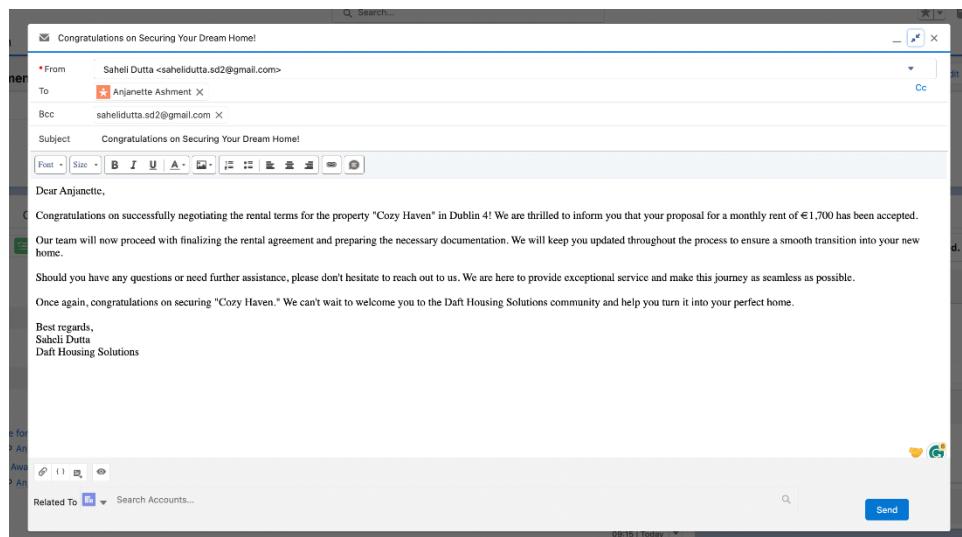
I understand that rental prices are subject to various factors, and I appreciate your consideration of this request. Please let me know if you are open to negotiating the rent for this property.

Thank you for your attention to this matter. I look forward to your response and the possibility of reaching a mutually beneficial agreement.

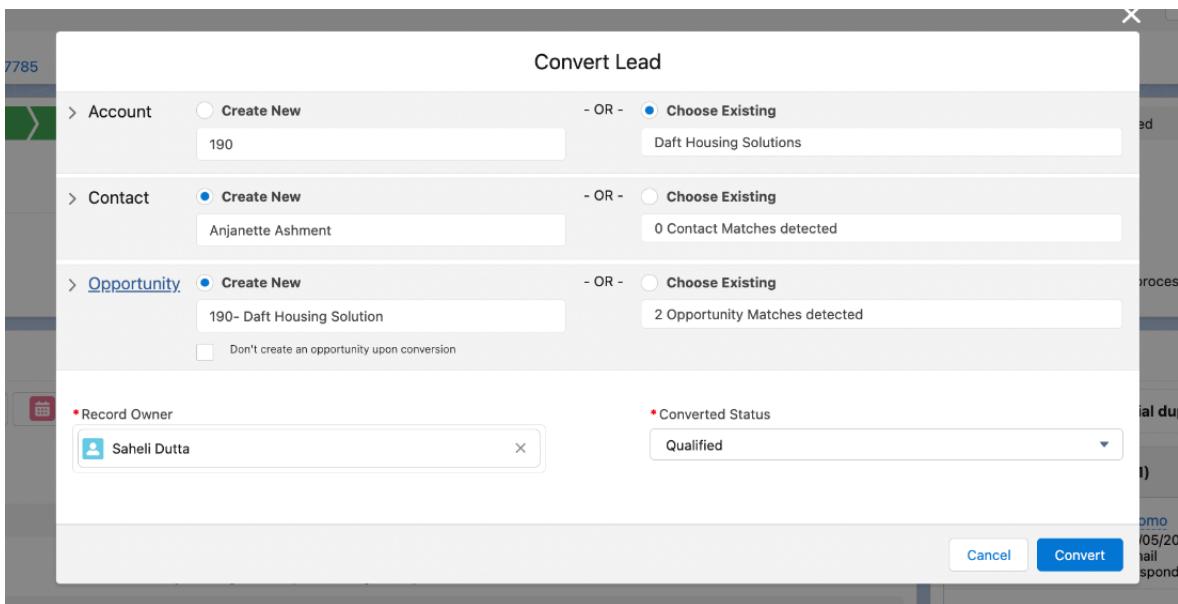
Best regards,

Anjanette

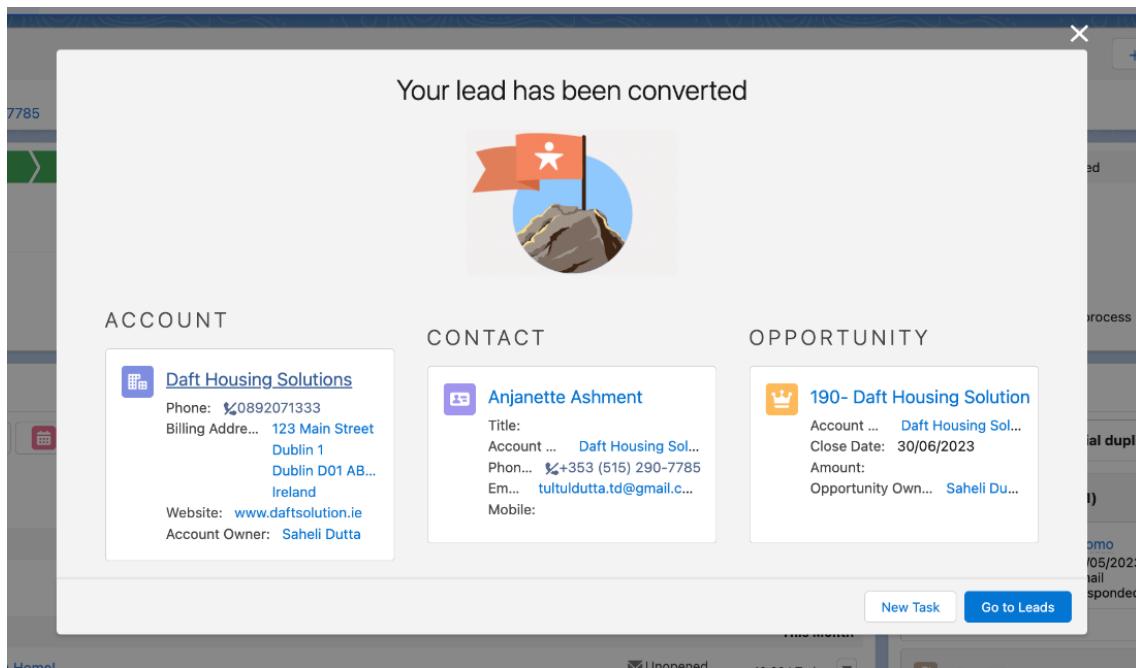
In the next step, Daft Housing Solutions review and respond to Anjanette's negotiation request. We will consider her proposal for a slightly lower monthly rent of €1,700 for the "Cozy Haven" property in Dublin 4. Daft Housing Solutions will assess the request and provide a response regarding the negotiation and any potential adjustments to the rental price. Also, Lead status changed from working to nurturing.



The next step is for Daft Housing Solutions to finalize the rental agreement and prepare the necessary documentation based on the accepted proposal. We will keep Anjanette updated throughout the process to ensure a smooth transition into her new home. Daft Housing Solutions is committed to providing exceptional service and making the journey as seamless as possible for Anjanette.



Under the screenshot, Daft Housing Solutions convert Anjanette from a lead to a contact and opportunity within their Salesforce Sales Cloud. This conversion allows for more focused engagement and personalised communication with Anjanette as she progresses through the sales process.



From Daft Housing Solutions' perspective, we have been actively engaging with our leads and contacts through multiple communication channels. We have made calls and sent emails to individuals like Anjanette Ashment and Amelia Skillington, providing them with

personalised quotes, congratulations on securing their dream home, and updates on available properties. These interactions reflect our commitment to maintaining regular and meaningful communication with our leads and contacts, ensuring that they receive timely and relevant information throughout their home search journey.

The Daft Housing Solutions account in Salesforce currently has contacts and opportunities associated with it. These contacts represent individuals who have expressed interest in our housing solutions and are potential customers. The opportunities indicate specific deals or transactions that are being pursued with these contacts. By effectively managing and nurturing these relationships, we aim to convert these opportunities into successful sales and provide our customers with their ideal homes.

Opportunities > 190- Daft Housing Solution							
Stage History							
8 items · Sorted by Last Modified · Updated a few seconds ago							
Stage	Amount	Probability (%)	Close Date	Last Modified By	Last Modified		
1 Closed Won	€1,800.00	100%	12/05/2023	Saheil Dutta	12/05/2023, 12:48		
2 Negotiation	€1,800.00	90%	30/06/2023	Saheil Dutta	12/05/2023, 12:48		
3 Proposal	€1,800.00	75%	30/06/2023	Saheil Dutta	12/05/2023, 12:48		
4 Proposal	€0.00	75%	30/06/2023	Saheil Dutta	12/05/2023, 12:47		
5 Needs Analysis	€0.00	35%	30/06/2023	Saheil Dutta	12/05/2023, 12:47		
6 Qualification	€0.00	10%	30/06/2023	Saheil Dutta	12/05/2023, 12:24		

During the opportunity stage, Daft Housing Solutions engages in negotiations with contacts to finalise the terms and conditions of the deal. Once the negotiations are successfully concluded and an agreement is reached, the opportunity is marked as "Closed-Won," indicating a successful sale or deal closure. This signifies a positive outcome for both Daft Housing Solutions and the contact involved, highlighting the successful conversion of the opportunity into a closed sale.

The screenshot displays the Salesforce Sales Cloud Dashboard Overview. It features three main sections: "Connect with Your Customers" (Recently-Viewed Opportunities), "Manage & Close Deals" (Recently-Viewed Leads), and "Build Your Pipeline" (My Leads, My Opportunities). Each section contains a list of items with detailed information such as account name, close date, amount, and lead status.

Opportunity Name	Account Name	Close Date	Amount	Opportunity Owner
190- Daft Housing Solution	Daft Housing Solutions	12/05/2023	€1,800.00	Saheil Dutta
Heath Housie - Daft Housing Solutions	Daft Housing Solutions	12/05/2023	Amount	Opportunity Owner
Aaron Eller - Daft Housing Solutions	Daft Housing Solutions	30/06/2023	Amount	Opportunity Owner

Lead Name	Company	Title	Phone	Mobile	Email
Mr. Amy Jordan (Sample)	Lee Enterprises, Inc.	VP Purchasing	1 (800) 657-6385	1 (800) 657-6385	info@leeeenterprises.com
Alison Aronovitz	145	145	+353 (16) 431-0845	+353 (16) 431-0845	aaronovitz43@skype.com
Albrecht Ludgate	42	42	+353 (64) 907-2443	+353 (64) 907-2443	aludgate@archivew.org

Lead Name	Company	Title	Phone	Mobile	Email
Alison Aronovitz	145	145	+353 (16) 431-0845	+353 (16) 431-0845	aaronovitz43@skype.com
Albrecht Ludgate	42	42	+353 (64) 907-2443	+353 (64) 907-2443	aludgate@archivew.org

Opportunity Name	Account Name	Close Date	Amount
190- Daft Housing Solution	Daft Housing Solutions	12/05/2023	€1,800.00
Aaron Eller - Daft Housing Solutions	Daft Housing Solutions	30/06/2023	Amount

## Salesforce Sales Cloud Dashboard Overview

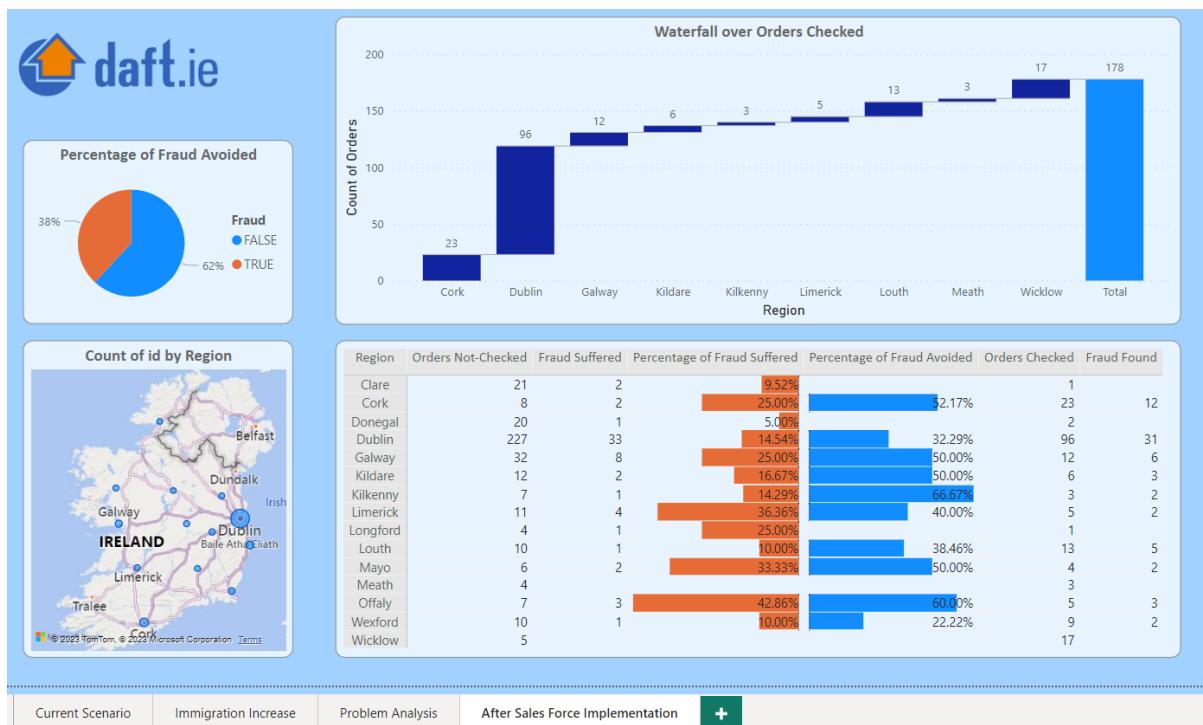
## Results and Analysis

With the problems set and the implementation of the CRM, we now will introduce our last dashboard, where we show the how this new improvement of process can avoid future fraud and better communication with its customers.

- **Dashboard 4: After Sales Force Implementation**

Our last dashboard has the visualisation created after the implementation of Sales Force, where we were able to maintain a communication with clients and take care of their needs, in this way, we were able to avoid scams and fraud transactions.

The pie chart shows in percentage the amount of fraudulent transactions we encountered and avoided, the bubble map shows where the most attempts of fraud happened. In the waterfall chart, we can see that Dublin is still the city with most search for places to live, followed by Cork, Louth, Wicklow and Galway.



The last chart, and most important in this dashboard, is a matrix where a comparison is made between the process without the use of the CRM, showing how many orders Daft.ie received and how much in percentage was fraud, then, we showed how many new orders we have collected using Sales Force and how much in percentage of fraud per city we were able to avoid. As we can see, Cork received more attempts of fraud than the previous years, from 25% of its orders being fraud, it jumped to 52% of the orders we received and were able to avoid. Same in Kilkenny, where a jump from 14% to 67% of the total orders. Dublin also showed an incredible increase of its fraud order, being the city most searched, the data collected from 2 year, got 33 fraud orders and only few months of application of CRM, we were able to catch 31 fraudulent orders.

Region	Orders Not-Checked	Fraud Suffered	Percentage of Fraud Suffered	Percentage of Fraud Avoided	Orders Checked	Fraud Found
Clare	21	2	9.52%		1	
Cork	8	2	25.00%	52.17%	23	12
Donegal	20	1	5.00%		2	
Dublin	227	33	14.54%	32.29%	96	31
Galway	32	8	25.00%	50.00%	12	6
Kildare	12	2	16.67%	50.00%	6	3
Kilkenny	7	1	14.29%	66.67%	3	2
Limerick	11	4	36.36%	40.00%	5	2
Longford	4	1	25.00%		1	
Louth	10	1	10.00%	38.46%	13	5
Mayo	6	2	33.33%	50.00%	4	2
Meath	4				3	
Offaly	7	3	42.86%	60.00%	5	3
Wexford	10	1	10.00%	22.22%	9	2
Wicklow	5				17	

## Conclusion:

There is a significant problem of the housing crisis and rising rents in Ireland, which has led to an increase in frauds targeted at immigrants looking to rent houses or shared/en-suite rooms through big platforms such as daft.ie and social media. The lack of certain filters to get a background check on the landlords or customers on these platforms has made it easier for fraudsters to take advantage of unsuspecting customers.

In this paper, we are aiming at minimising these sorts of frauds and providing customers with reasonable rates for renting houses or rooms which also be a positive step towards addressing the issue of the housing crisis. We have created a platform using Salesforce Cloud and Power BI for lead capture, evaluation, and analysis is an effective and efficient approach that can optimise sales efforts and increase the chances of converting leads into satisfied customers.

The analysis of the dashboards created using Power BI has provided valuable insights into the problem at hand, such as the high incidence of fraud in certain areas like Dublin, Galway, and Limerick. The benefits of implementing Salesforce in preventing fraud and improving communication with clients have been demonstrated in the last dashboard.

## Future Work Associated:

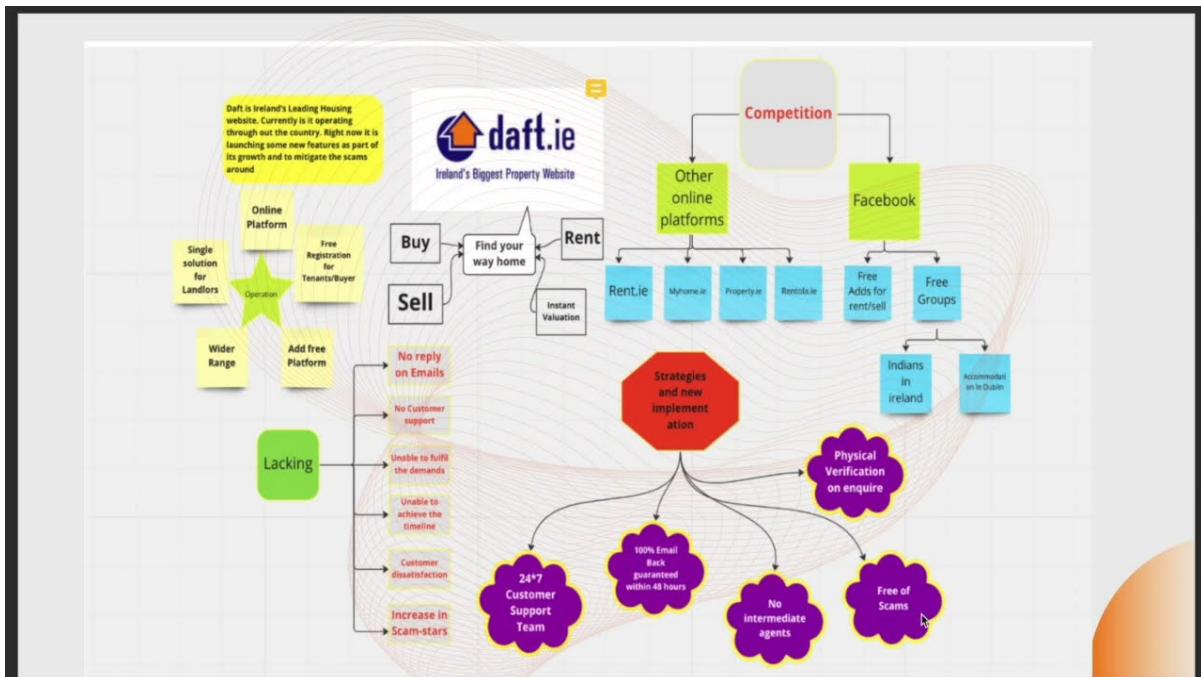
There are several scopes of future work associated with it such as, the company needs to continue working on optimising the sales pipeline to ensure an efficient and streamlined process. This can be achieved by further improving the lead capture process and implementing automated email campaigns to convert leads into customers.

Secondly, the company can focus on enhancing fraud prevention measures on the platform. This can be achieved by implementing more rigorous background checks on landlords and tenants and developing a system to verify the authenticity of listings and user profiles.

Thirdly, the company can work towards expanding its operations beyond the major cities in Ireland to ensure that people in smaller towns and rural areas also have access to affordable and reliable housing options.

Finally, the company can also explore the use of emerging technologies such as blockchain and artificial intelligence to further enhance the security and efficiency of the platform. By implementing these future works, the company can establish itself as a trusted and reliable platform for renting houses and rooms in Ireland while contributing towards solving the housing crisis and reducing the incidence of fraudulent activities in the market.

**Video Link -** Tap on the image once and the video will display a play button.



## Reference

[1] Daft Media Limited. (1997-2023). Registered in Ireland under Company Number 347856. Retrieved from <https://support.daft.ie/hc/en-ie/articles/360007696318-About>

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