GURUGRAM REAL ESTATE

BUSINESS INTELLIGENCE QUESTION SET

A Structured Client-Oriented Analytics Framework

Prepared for: Senior Real Estate Brokerage Leadership
Dataset: 105,000+ Gurugram Property Transactions | Period: 2021–2026
Total Questions: 60 | Easy: 15 | Medium: 20 | Hard: 25

About This Document

This document presents a curated set of 60 business-critical questions, structured by analytical complexity, that a real estate brokerage executive would ask a data consultant working with the Gurugram transaction dataset. Each question is framed from the client's perspective and includes the underlying business goal it is designed to support. Together, these questions form a complete consulting engagement roadmap — from baseline KPI reporting through to strategic portfolio and risk decisions.

Difficulty	Count	Analytical Depth	Business Use	Focus
Easy	15	Direct data lookups	Reporting & KPI dashboards	Revenue / Ops
Medium	20	Cross-column analysis	Optimisation decisions	Revenue / Ops
Hard	25	Multi-variable strategy	Strategic transformation	Revenue / Ops

Key Focus Areas Covered

Revenue Optimisation • Lead-to-Booking Conversion • Agent Performance & Incentives • Pricing Strategy • Inventory Aging & Cash Flow • Customer Segmentation • Marketing Effectiveness • Discount & Promotion Policy • Payment & Booking Behaviour • Location-Based Sales Strategy

SECTION 1 Easy Questions (15) | Direct Reporting & KPI Lookup

These questions require straightforward aggregation and filtering of the dataset. Answering them demonstrates foundational data proficiency and produces dashboards executives can use daily.

1 I want to know which of my agents closed the most transactions last year — who are my top 5 performers by deal count?

Business Goal: *Identify star performers for recognition, bonuses, and as benchmarks for team training.*

2 I want to know the total revenue generated by each property type (Apartment, Villa, Plot, Studio, Penthouse) — which type brings in the most money overall?

Business Goal: *Decide where to focus marketing spend and inventory acquisition by highest-revenue segment.*

3 How many of our leads actually converted into a 'Booked' status, and what is our overall booking conversion rate?

Business Goal: *Understand the baseline funnel health before investing in lead-generation campaigns.*

4 I want to know which locations in Gurugram have the highest number of completed transactions — where are we selling the most?

Business Goal: *Spot geographically active markets to guide field team deployment and advertising.*

5 What is the average sale price for each property type? I want a simple comparison of Apartments vs. Villas vs. Penthouses.

Business Goal: *Set realistic pricing expectations for new listings and client conversations.*

6 How many transactions came from each lead source — Online, Walk-in, Referral, Broker, Social Media, Advertisement?

Business Goal: *Understand which acquisition channels are most active so we can allocate marketing budget.*

7 I want to know the breakdown of our Booking Status — how many deals are Booked, Lost, or still Pending right now?

Business Goal: *Get a snapshot of pipeline health to plan follow-up action and revenue forecasting.*

8 What percentage of our clients are Individuals, Corporate Buyers, and Investors? I want to understand our customer mix.

Business Goal: *Tailor sales pitches, product offerings, and marketing messages to the dominant client segment.*

9 Which agents have the highest average agent commission percentage? Are senior agents charging more than juniors?

Business Goal: *Audit commission structures to ensure competitiveness and flag potential overpayment outliers.*

10

What is the most common payment status across all transactions — how many are Fully Paid, Partially Paid, or Pending?

Business Goal: *Assess cash flow risk and identify the volume of follow-up required for outstanding collections.*

11

I want to know the average property size (sq ft) sold for each property type — are we selling large or small units?

Business Goal: *Understand inventory size preferences to inform future project sourcing and developer negotiations.*

12

How many transactions were recorded each year from 2021 to 2026? I want a year-by-year transaction count.

Business Goal: *Spot growth or contraction trends to contextualize current performance.*

13

What is the average discount offered on transactions? And which property type receives the highest average discount?

Business Goal: *Monitor discount exposure to protect margins and identify where pricing pressure is highest.*

14

Which are the top 10 highest-value individual transactions in the dataset? I want to see our biggest deals.

Business Goal: *Profile ultra-high-value deals to understand what drove them and replicate those conditions.*

15

What amenities appear most frequently across all listed properties — which are the top 5 most common?

Business Goal: *Know which amenities buyers value most to sharpen listing descriptions and developer briefings.*

SECTION 2   Medium Questions (20) | Cross-Column Analysis & Optimisation

These questions require multi-column joins, segmentation, trend analysis, and comparative benchmarking. Answering them demonstrates analytical depth and the ability to surface actionable insights from complex data.

1
Which locations are generating the highest revenue per square foot? I need to rank all Gurugram micro-markets by price density.
Business Goal: *Prioritize premium micro-markets for new inventory sourcing and justify higher asking prices in top zones.*

2
Which lead sources are producing the highest booking conversion rates — not just volume, but actual closures? I want to know where quality leads come from.
Business Goal: *Reallocate marketing budget from high-volume/low-conversion channels to high-quality sources.*

3
I want to understand the relationship between discount offered and booking success. Are we closing more deals when we discount, or are we just giving money away?
Business Goal: *Build a discount policy that maximises closures without unnecessarily eroding margin.*

4
Which agent has generated the highest total revenue (after discounts), and how does the top 10 agent leaderboard look by net revenue?
Business Goal: *Design a performance-based incentive program tied to revenue generated, not just deal count.*

5
Are Corporate Buyers purchasing larger properties at higher price points than Individual buyers? I want a side-by-side comparison of client segments by average deal size.
Business Goal: *Develop targeted enterprise sales strategies and separate pricing tiers for corporate clients.*

6
How does average time to close vary by property type AND by location tier (premium vs. standard)? Are premium location Villas taking much longer to close?
Business Goal: *Set realistic sales cycle timelines for pipeline planning and agent workload management.*

7
Which months of the year historically show the highest transaction volumes and revenues? Are there clear seasonal peaks we should be capitalising on?
Business Goal: *Plan marketing campaigns, event launches, and staffing around high-demand seasons.*

8
What is the average agent commission percentage by property type and by booking status? Are agents being paid the same on lost deals as booked ones?
Business Goal: *Restructure commission policy to tie payouts more tightly to successful closures.*

9

I want to identify which properties have been sitting as 'Pending' for unusually long times — which are our oldest unresolved transactions?

Business Goal: *Build an inventory aging report to trigger escalation actions on stale pipeline.*

10

How does the number of bedrooms impact sale price within the Apartment category? Does a 3BHK command a significant premium over a 2BHK?

Business Goal: *Optimise listing strategy and developer mix recommendations for highest-demand configurations.*

11

Which combination of property type and location generates the fastest time to close? I want to find our 'easy wins' portfolio.

Business Goal: *Focus new inventory acquisition on high-velocity segments to improve cash flow and agent morale.*

12

How does payment status differ across client types? Are Corporate Buyers more likely to make full payment than Individual buyers?

Business Goal: *Adjust credit risk policy and collections follow-up priority based on client segment.*

13

Which lead sources produce the highest average deal value? I want to know if Referral clients spend more than Online clients.

Business Goal: *Invest in high-value lead channels and develop referral incentive programmes.*

14

Are there specific floor numbers or plot numbers in our data that consistently command higher prices? Does being on a high floor add measurable value?

Business Goal: *Build a floor-premium pricing matrix to justify higher asking prices for elevated units.*

15

How has the average sale price per square foot trended year-over-year from 2021 to 2026? Which property types appreciated the fastest?

Business Goal: *Build a price appreciation narrative for investor presentations and developer negotiations.*

16

I want to understand our Booking-to-Payment conversion. Of all 'Booked' transactions, what percentage are still at Partial or Pending payment — and how much revenue is at risk?

Business Goal: *Quantify collection risk exposure and prioritise accounts receivable follow-up.*

17

Which agents have the highest rate of 'Lost' transactions? Are there specific agents who consistently lose deals at higher than average rates?

Business Goal: *Target underperforming agents for coaching, script improvement, or re-assignment.*

18

What is the correlation between property size and discount offered? Are larger, more expensive properties receiving disproportionately higher discounts?

Business Goal: *Build size-adjusted discount guardrails to prevent margin leakage on high-value deals.*

19

Which property types and locations have the highest rate of 'Lost' bookings? Are we losing deals more in certain areas than others?

Business Goal: *Investigate competition, pricing, or product-market fit issues in high-loss segments.*

20

How do transactions from Investors compare to Individual buyers in terms of property size, price point, and time to close? Do Investors behave differently as a segment?

Business Goal: *Create a dedicated investor relations programme with tailored product and pricing offerings.*

SECTION 3   Hard Questions (25) | Strategic Problem-Solving & Forecasting

These questions require predictive modelling, multi-variable strategy, business case design, and risk quantification. Answering them demonstrates senior consulting capability and the ability to translate data into executive-level strategic decisions.

1	How can we improve our overall booking conversion rate by identifying at what stage of the pipeline we are losing the most deals — and what characteristics (agent, location, price band, lead source) predict a 'Lost' outcome? **Business Goal:** *Build a loss-prediction model to intervene earlier in the sales cycle and recover at-risk deals.*
2	I want to build a revenue forecasting model for the next 12 months. Based on historical transaction volumes, seasonal trends, and current pipeline status, what revenue can we realistically expect? **Business Goal:** *Enable accurate financial planning, headcount decisions, and investor reporting.*
3	Which micro-markets in Gurugram show signs of price appreciation momentum versus stagnation? How should we rebalance our inventory portfolio based on these trends? **Business Goal:** *Make data-driven inventory investment decisions to maximise portfolio returns.*
4	We want to design a dynamic discount policy. What is the optimal discount band by property type and price range that maximises booking conversions without destroying net revenue? **Business Goal:** *Replace ad-hoc discounting with a structured policy that preserves margins while improving closure rates.*
5	How can we restructure agent commission tiers to reward high-value deal closures rather than sheer volume? Design a performance-incentive model from the data. **Business Goal:** *Increase agent motivation on premium inventory and align commission costs with actual revenue contribution.*
6	I want to understand our 'inventory aging problem'. Which properties have been in Pending or unsold status for 90+ days, and what pricing, discount, or marketing strategy should be applied to clear them? **Business Goal:** *Reduce carrying costs and unlock cash tied in stale inventory through targeted clearance strategies.*
7	How can we segment our clients into high-value vs. low-value cohorts, and what acquisition strategy should we pursue for each cohort to maximise lifetime transaction value? **Business Goal:** *Move from volume-based sales to value-based client relationship management.*

8	We are seeing high lead volumes from Social Media but low conversion rates. How do we diagnose whether this is a targeting problem, a product-fit problem, or a follow-up speed problem — and what should we fix first? **Business Goal:** *Improve return on marketing spend by fixing the weakest link in the Social Media funnel.*

9	Can we identify which agent-location pairings are most productive — i.e., are certain agents significantly outperforming peers in specific locations? How should we use this to assign leads? **Business Goal:** *Optimise lead routing to increase conversion by matching agents to geographies where they excel.*

10	How do we build a cash flow risk model that flags transactions with Partial or Pending payment status, weighted by deal size and age of booking, so we can prioritise collections? **Business Goal:** *Reduce accounts receivable days and protect working capital through smarter collection prioritisation.*

11	Our Penthouse and Villa segments have very long average closing times (150–200 days). What characteristics of the deals that did close quickly can we identify and replicate to reduce the cycle? **Business Goal:** *Shorten the premium sales cycle to reduce agent time-cost and improve high-value deal throughput.*

12	We want to launch a referral programme. Which client segments and locations produce the highest-value referral leads today, and what incentive structure would maximise referral revenue? **Business Goal:** *Design a data-backed referral programme targeting the highest-ROI client and location profiles.*

13	How should we price new Apartment inventory in Sector 56 vs. DLF Phase 3 to be competitive but not undercut ourselves — what does the historical price-per-sqft distribution tell us about the right launch price range? **Business Goal:** *Set confident, evidence-based launch prices that maximise absorption speed without leaving money on the table.*

14	Can we build an agent performance scorecard that goes beyond revenue — factoring in conversion rate, average time to close, discount given away, and payment recovery rate? Who are our truly 'efficient' agents? **Business Goal:** *Create a multi-dimensional performance management system that identifies genuinely profitable agents.*

15	I want to understand whether offering amenities like a Pool or Clubhouse actually correlates with a higher sale price per square foot — or are buyers paying for location and size regardless of amenities? **Business Goal:** *Guide developer negotiation and project selection by quantifying the amenity price premium.*

16

How can we identify which properties in our 'Lost' pipeline could realistically be re-engaged with a price adjustment or product change — building a 're-activation list' with prioritised outreach strategies?

Business Goal: *Recover revenue from lost pipeline without the cost of fresh lead generation.*

17

We want to understand cross-selling opportunities. Are our Individual buyers who initially bought a Studio likely to upgrade to an Apartment within 2–3 years? What does repeat transaction behaviour look like?

Business Goal: *Build a lifecycle selling programme that increases revenue per client over time.*

18

How can we predict, before a deal is lost, which transactions are most at risk of falling through — based on time in pipeline, price band, agent, and lead source — and what triggers should flag them for manager review?

Business Goal: *Implement a deal-risk early-warning system to focus management attention where it matters most.*

19

We have agents with high revenue but also high discount rates — are they actually profitable to us after commissions and discounts? Build a net contribution analysis per agent.

Business Goal: *Identify agents who appear to be top performers but are actually eroding net margin.*

20

Which location-property type combinations have the highest unsold inventory risk today, and what is the projected revenue impact if we cannot clear them within 90 days?

Business Goal: *Quantify inventory risk exposure and build a prioritised sell-down plan with urgency tiers.*

21

How can we use payment status patterns (Full vs. Partial vs. Pending) across different client types and deal sizes to redesign our payment milestone structure and reduce default risk?

Business Goal: *Redesign payment plans to align with actual client behaviour and reduce revenue leakage from defaults.*

22

I want to create a Gurugram micro-market investment matrix — ranking all locations by revenue potential, price appreciation trend, transaction velocity, and booking conversion rate. Which zones should we double-down on?

Business Goal: *Make strategic portfolio allocation decisions backed by a multi-dimensional market scoring framework.*

23

Our broker-sourced leads take longer to close than online leads. How do we model the true cost per acquisition and time-value cost of broker deals versus digital channels — and when does broker dependency become a strategic liability?

Business Goal: *Make an evidence-based channel mix decision balancing cost, speed, and deal quality.*

24

How can we build a quarterly business review dashboard that automatically highlights which KPIs are off-track — conversion rate, revenue per agent, avg days to close, discount rate — with threshold alerts for leadership?

Business Goal: *Replace manual reporting with an automated performance monitoring system for executive decision-making.*

25

If we were to open a new branch office in Gurugram, which micro-market should we choose based on transaction density, revenue per deal, underserved demand, and agent coverage gaps in our current data?

Business Goal: *Make a capital allocation decision on office expansion backed by granular market data rather than gut feeling.*

End of Question Set

Total: 60 Questions | 15 Easy | 20 Medium | 25 Hard

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