| Organizational Level | Insight from Chart | Decision to be Taken | Action Required |
| --- | --- | --- | --- |
| Executive Management (CEO, CFO) | Jutland shows strong positive growth (+5%), indicating a profitable region; Bornholm shows decline (-5%), suggesting weak demand or oversupply. | Shift strategic investment focus toward high-performing regions and reassess underperforming markets. | • Increase marketing and project investment in Jutland.  • Conduct financial review and cost optimization in Bornholm. |
| Regional Sales & Operations Managers | Growth in Jutland, Fyn & Islands, and Zealand indicates healthy market activity; Bornholm requires intervention. | Align sales targets and manpower based on performance by region. | • Strengthen sales presence and client outreach in growing regions.  • Introduce promotional offers or partnerships in Bornholm to stimulate sales. |
| Marketing & Business Development | Regions with positive price trends offer strong positioning opportunities; declining regions can be marketed as affordable alternatives. | Adapt regional campaigns according to market direction. | • Launch brand campaigns highlighting Jutland’s appreciation trend.  • Promote affordability in Bornholm to attract new buyers or investors. |
| Data & Analytics Team | Regional variations indicate differences in demand and supply. | Conduct deeper analysis of drivers influencing price change. | • Correlate price data with population growth, income, and new housing supply.  • Develop predictive model to forecast next quarter’s trends. |
| Investors & Stakeholders | Property value appreciation varies significantly across regions. | Optimize investment portfolios to balance risk and return. | • Increase investment exposure in Jutland and Fyn & Islands.  • Monitor Bornholm for long-term recovery opportunities. |
| Overall Organizational Takeaway | Median sales price change reveals demand imbalance across regions. | Direct business strategy and resource allocation based on regional performance. | • Integrate findings into strategic planning cycle. • Review pricing policies and upcoming project locations accordingly. |