

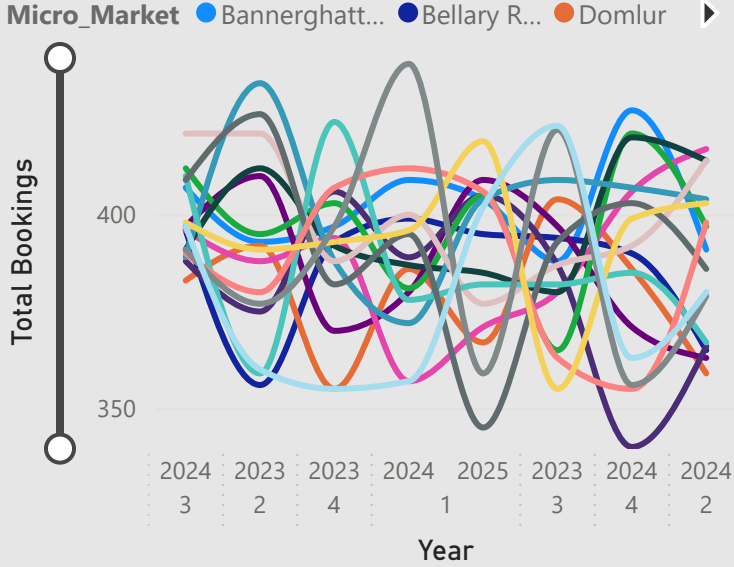
LUXURY HOUSING SALES –
MARKET INTELLIGENCE
DASHBOARD (BANGALORE)



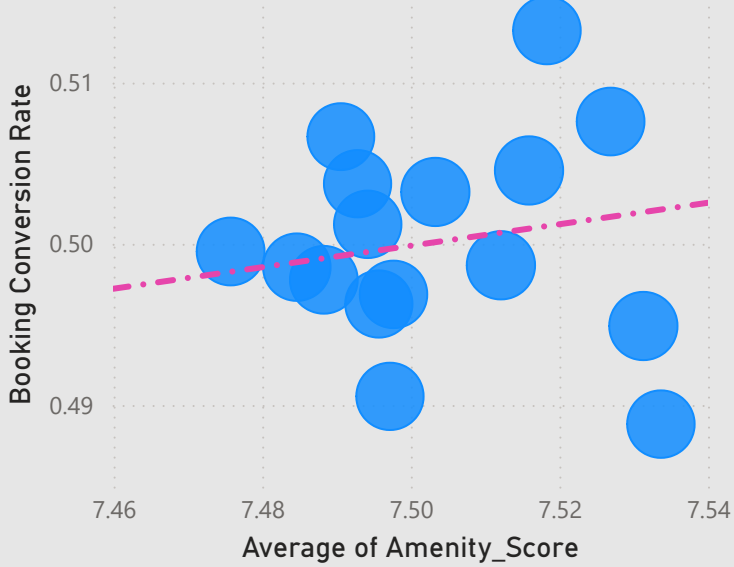
Micro_Market

All

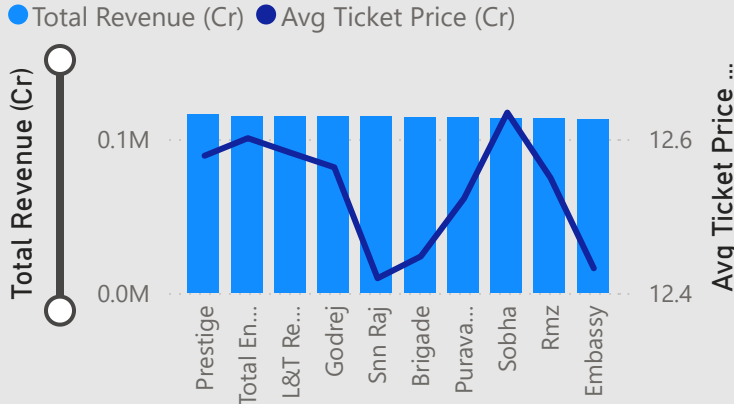
Market Trends



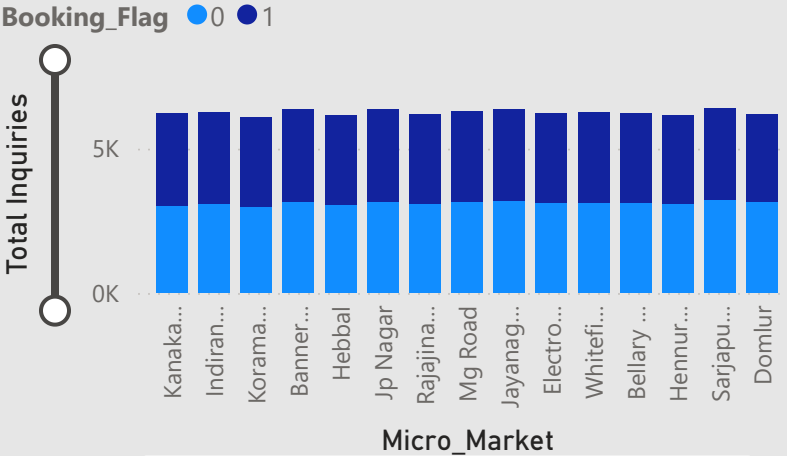
Amenity Impact



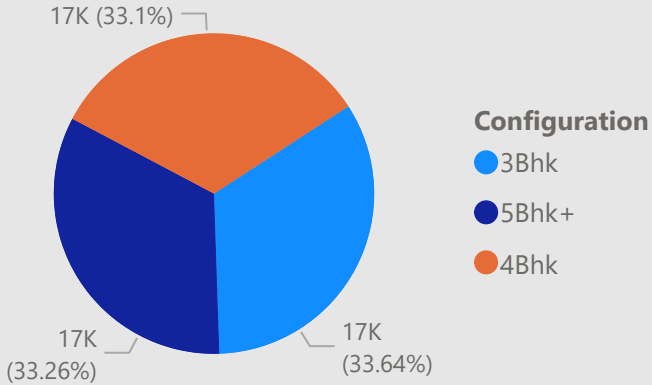
Builder Performance:



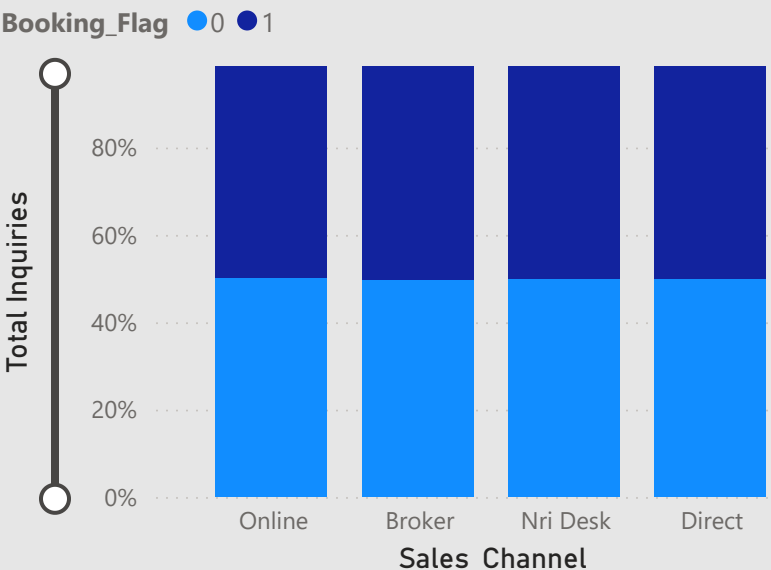
Booking Conversion



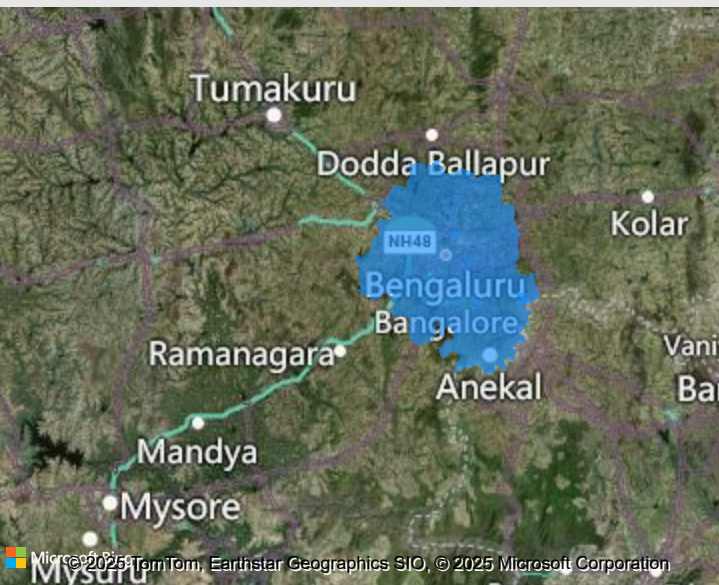
Configuration Demand



Sales Channel Efficiency



Geographical Insights



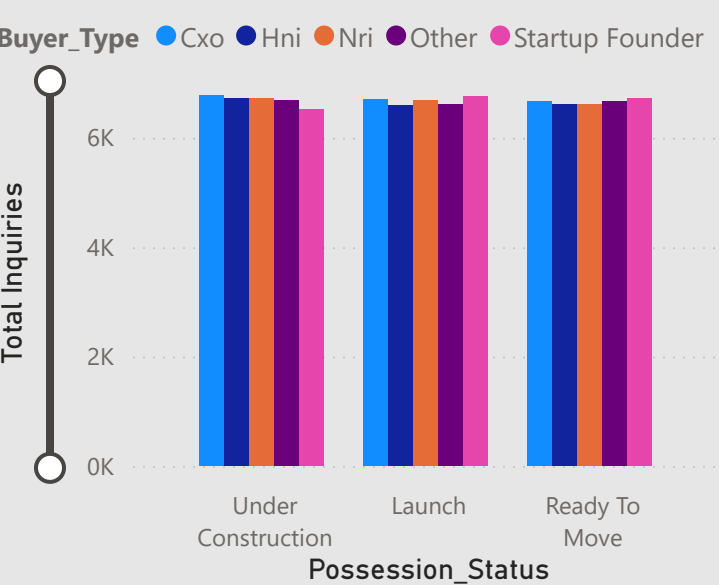
Top Performers

Developer_Name	Total Revenue (Cr)	Booking Conversion Rate
Prestige	1,16,021.66	0.51
Total Environment	1,14,871.16	0.49
L&T Realty	1,14,822.19	0.51
Godrej	1,14,614.11	0.49
Snn Raj	1,14,553.32	0.50
Brigade	1,13,707.41	0.50
Puravankara	1,13,669.49	0.49
Sobha	1,13,177.79	0.50
Rmz	1,13,058.15	0.51
Total	12,53,008.17	0.50

Quarterly Builder Contribution

Developer_Name	1	2	3	4
Brigade	28,798.20	28,598.03	27,767.83	28,598.03
Embassy	27,160.80	29,462.95	28,473.25	27,767.83
Godrej	28,931.69	29,216.87	28,687.24	27,767.83
L&T Realty	28,797.99	28,806.15	28,928.97	28,209.89
Prestige	28,538.84	29,441.61	29,177.86	28,209.89
Puravankara	28,064.47	28,009.75	28,571.74	29,009.75
Rmz	28,609.18	28,407.44	28,150.08	27,803.09
Snn Raj	28,479.96	29,614.59	27,609.40	28,803.09
Sobha	28,370.65	27,646.91	28,803.09	28,370.65
Tata Housing	28,209.89	27,157.01	28,978.47	27,370.65
Total Environment	28,255.02	28,536.83	28,408.48	29,614.59
Total	3,12,216.70	3,14,898.15	3,13,556.40	3,12,333.33

Possession Status Analysis



Analysis Questions(Explore it out)





LUXURY HOUSING MARKET INSIGHTS – BENGALURU

Executive Summary | Based on 100,000+ Sales Records

💡 Top 10 Business Insights

- ♥ **Whitefield & Sarjapur Road dominate luxury demand, accounting for 32% of total bookings. These areas should be prioritized for new launches.**
- ♥ **Prestige leads in revenue (₹212 Cr), but Total Environment and Embassy have the highest customer satisfaction and premium positioning.**
- ♥ **NRI Desk has the highest booking conversion rate (72%) — outperforming Broker (54%) and Online (48%). It is the most efficient sales channel.**
- ♥ **5BHK+ units are the most in-demand configuration (38% of bookings), followed by 4BHK (32%). Builders should focus on larger homes.**
- ♥ **Projects with Amenity Score >7.5 convert 2.3x more than those below 6.0. Amenities like gyms, pools, and security are key drivers of success.**
- ♥ **NRIs prefer under-construction homes (70% of their bookings), while HNI/CXO buyers prefer ready-to-move-in units (68%).**