Real Estate Analytics Project – Business Requirements Document

📁 **Project Title:**

Real Estate Performance & Client Engagement Dashboard

🎯 **Objective:**

To provide a comprehensive real estate analytics solution that empowers agencies to monitor sales performance, property interest, agent effectiveness, and client engagement — ultimately increasing conversion rates and operational efficiency.

📁 Data Sources (Sheets/Tables):

1. **Properties** – Real estate listings with price, type, size, and location.

2. **Clients** – Client information including contact details.

3. **Agents** – Real estate agents who manage visits/sales.

4. **Sales** – Transactions between clients and properties.

5. **Visits** – Logged property visits scheduled by agents and clients.

📊 Key Metrics & KPIs to Analyze:

🏡 Property Analytics

- Number of listed properties by type and location

- Average price per square meter per city

- Distribution of property types (Apartment, Villa, etc.)

- Top 10 most expensive or most visited properties

💵 Sales Performance

- Total sales value over time (monthly, quarterly, yearly)

- Average sale value per property type

- Conversion rate = (sales / visits) per property or agent

- Time on market before sale

👨‍💼 Agent Performance

- Number of sales per agent

- Number of client visits per agent

- Conversion rate per agent (visits → sales)

- Avg sale value handled by each agent

🙋‍♀️ Client Engagement

- Number of properties visited per client

- Top clients by sale value

- First-time vs repeat buyers

- Region-based client interest (visits by city)

📍 Location-Based Insights

- Sales heatmap by city or region

- High-performing areas (most sold or highest priced)

- Average visit-to-sale ratio per location

📈 Suggested Dashboards:

1. Executive Overview

- Total listings, visits, and sales

- Conversion rates and average prices

2. Sales Analysis Dashboard

- Sales trend over time

- Sales volume/value per property type or city

- Agents with highest performance

3. Client Interaction Dashboard

- Visit frequency

- Client activity funnel (viewed → visited → purchased)

- Engagement per agent

4. Property Listing Insights

- Listings by type, location

- Price and size distributions

- Properties with longest and shortest time on market

📂 Optional Add-ons for Enrichment:

- Predictive model: Probability of sale based on visits + property type/price

- Agent leaderboard with dynamic KPIs

- Property recommendation system based on client preferences

- NLP on client feedback/comments (if added later)

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