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Real Estate Sales Performance Project Description:

- I have worked on an Analytics project using Power BI. This was based on the data from Real Estate Sales.

- **The Objective of the project** was to design an interactive dashboard to provide real-time insights, enabling sales team to track performance of the Real Estate Sales.

- I have connected the Real Estate data from local system to the Power BI software. It had over 150 rows and 20 columns.

- After understanding the requirements, I have spent some of the time for understanding the data.

- Then I performed ETL (Extract, Transform and Load Data Preparation) where data cleaning and data preparation steps were carried, in Power Query Editor.

- Then I have created a Virtual/Calculated table from DAX expressions (Data Analysis Expressions) called Dim Date table using Time Intelligence Functions.

- In this virtual table I have extracted Year, Month Name and Month Number columns by using CALENDARAUTO, YEAR, FORMAT, MONTH functions.

- After that I have moved to the next step that is Data Modelling, were I have managed the relationship between both tables by using common column, i.e. Date.

- Then I have started the dashboard creation by inserting some important KPI's like- Sales, Target, Revenue, Total property and Properties to show the count of Vacant, Occupied and Unlisted.

- And metrics I showed are – Agent-wise Sales, Sold Properties vs New Properties, Agent Contribution, Average Revenue by Project, Actual Sales vs Target Sales, Stage-wise Count, Collection Bucket, State-wise Sales, Description Table and Decomposition Tree by Revenue with suitable charts.

- Then I have connected all charts through slicers on Year filter on top right corner below the dashboard title to make the dashboard interactive.

- Finally, after the visualization process, I have generated 3 key insights and they are: -

  - ❖ Richard has done more sales and having more contribution compared to others.

❖ In the month of April and December, New Properties trend was in high as well as in June and December Sold Properties trend was in high.

❖ Maximum customers are used online transfer and cash options to make their payments rather than cheque.