

Real Estate Dashboard – End-to-End Power BI Analysis

Special Note: Dedicated on the occasion of **Sri Krishna Janmashtami** –
"Just as Krishna guided Arjuna with clarity, data guides us to make the
right decisions."



Slide 2 – Business Problem

Problem Statement:

- Real estate companies face challenges in **tracking property sales, pending deals, and inventory.**
- Lack of clear visibility delays decision-making for agents, buyers, and investors.

Objective:

Create a **Power BI dashboard** to track sales, availability, pending deals, price distribution, and property types to support better business strategy.



Slide 3 – Process & Methodology

Steps Followed:

01

Data Cleaning & Preparation

Removed missing values, standardized city/price formats.

02

Data Transformation

Categorized property status (Sold, For Sale, Pending).

03

KPI Identification

- Properties Sold, For Sale, Pending
- % Distribution by Status
- Price breakdown by days on market
- Property Type analysis

04

Power BI Development

- KPIs & Donut charts
- Trend analysis by days
- Property type distribution visualization
- Interactive filters by agent & location

05

Validation

Ensured consistency of sold prices vs. listing prices.

Slide 4 – Key Insights

Total Average Properties: 617

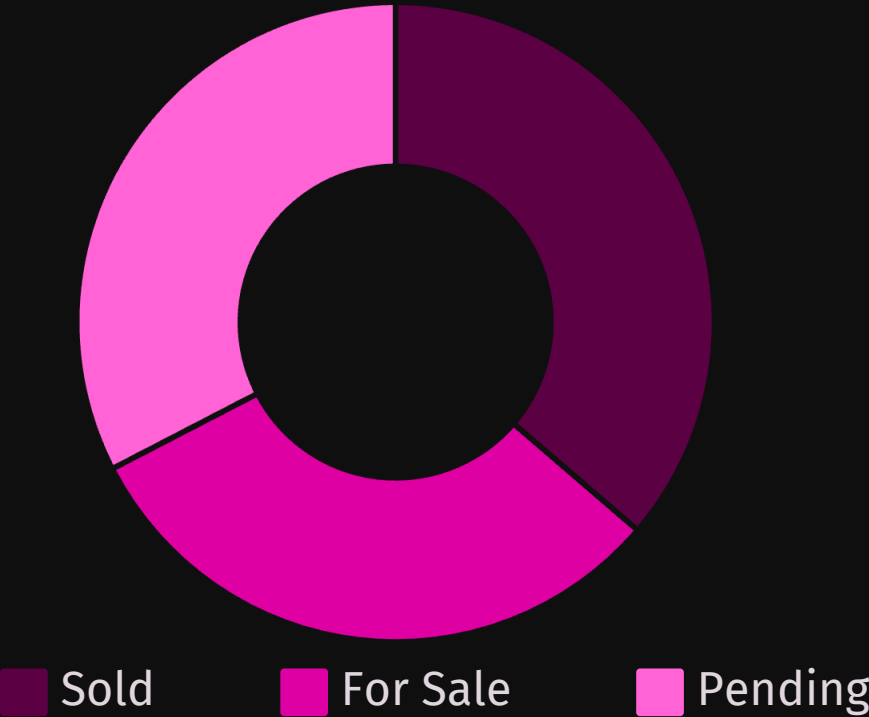
- **Sold:** 224 (36%)
- **For Sale:** 192 (31%)
- **Pending:** 201 (33%)

Time-to-Sell Analysis: Most sales close within **61–90 days**.

High Value Properties: Over \$1M properties concentrated in Sacramento & San Diego.

Agent Performance: Alex Johnson (Compass) leads in property handling.

Property Type: All categories (Apartments, Condos, Multi-family, Single-family, Townhouses) have active representation.



Slide 5 – Industry Impact & Conclusion

Business Value:

Optimized Sales Strategy

Helps **real estate firms** optimize sales strategy.

Performance Visibility

Provides agents with **performance visibility**.

Market-Ready Properties

Guides buyers & investors by highlighting **market-ready properties**.

Data-Backed Decisions

Enables **data-backed decisions** instead of assumptions.

Conclusion: “With data as our guide — just like Krishna’s wisdom in the Gita — we can make clear, impactful decisions. This dashboard empowers the real estate industry with clarity, speed, and strategy.”

