



## End-to-end Power BI Solution For A Prominent Real Estate Group



### ABOUT CLIENT

Situated in the heart of New York City, USA, this prominent real estate player is a multifaceted force in the industry. Their operations encompass a wide spectrum of real estate development and investment initiatives, spanning across residential, office, business, and educational spaces. With a strategic stronghold in New York City's bustling real estate market, the company is primed to harness its extensive expertise in property development and investment, setting the stage for sustained growth and profitability.

### PROBLEM STATEMENT

The client faced multiple challenges in their real estate operations. They struggled with data collection and analysis from online marketing platforms, hindering insights into lead generation and campaign performance. Presenting market trends to potential buyers was challenging, affecting lead engagement and conversion. Manual lead tracking made it difficult to identify sales process issues. Managing diverse properties and income sources led to financial inefficiencies. The absence of real-time property finance tracking delayed decisions and complicated budget management. Manual report generation and distribution impacted investor satisfaction.

### SOLUTIONS

To address these issues, we suggested custom Power BI dashboards for each challenge.

#### Power BI Finance Dashboard

Our team of data experts, including data scientists, analysts, BI developers, and engineers, integrated financial data from various sources into a unified platform, creating an interactive summary dashboard for expenses, net income, and portfolio profitability. Dynamic visuals track rental income trends.

#### Power BI Marketing Dashboard

We developed a centralized data collection system for marketing insights, showcasing lead generation sources, trends, and conversion rates. Visual reports display campaign performance metrics, aiding data-driven adjustments.

#### Power BI Investor Dashboard

An investor-centric dashboard offers property details and historical performance, bolstering transparency. Visualizations compare historical data and market trends for decision-making. Ratio-based visuals present property performance metrics.



#### Industry

Real estate



#### Products used

Power BI Finance/Marketing and Investors Dashboards



#### Functionality Enable

Data science



#### Impact

13%

Cut in financial analysis time by the streamlined data processing done by the Power BI finance dashboard

15%

Boost in property performance identification with clear visualizations from the Finance dashboard

15%

Increase in lead conversion rates data-driven optimizations.

21%

Reduction in data-driven optimizations by data accessibility and visualizations

18%

Increase in investor retention and 20% hike in investor decision-making



#### pro tip

Regularly update your Power BI Real Estate Dashboard inputs to ensure accurate, real-time insights for smarter decisions.



#### Take the next step

Optimize your real estate strategy with Power BI—get started today