

# Powering Real Estate Success in UAE with Customized Reporting Solutions

## ABOUT CLIENT

- UAE-based real estate giant, known for its community-centered and innovative projects. With over 500 employees, the company specializes in property development, retail, education, and hospitality.
- The company's diverse operations span several industries, reflecting its rapid growth and commitment to excellence in creating high-quality living environments for its high-end buyers

## PROBLEM STATEMENT

When we first sat together for a discussion, the company highlighted multiple challenges in its current workflow. Here are the key issues we identified:

### Commission and Brokerage Analysis:

The client wanted to analyze the contributions of different brokers and sales teams by evaluating earnings from commissions and brokerage fees to understand their performance better.

### Inventory Status Reporting:

They needed to provide an overview of the inventory across properties by calculating the amount of inventory per square meter. This would help in understanding space density and availability to optimize property management.

### Lead Generation Report:

The company wanted to track the number of leads generated and the engagement from visitors. They also wanted to categorize these leads by their source for more effective targeting and analysis.

### Off-Plan Recognition and Collection Tracking:

There was a need to develop a system to track off-plan property recognition and collection, giving top management clearer visibility into these activities to support strategic decision-making.

### To address these needs, the project involved::

Creating dashboards to track broker performance, inventory levels, lead generation, and off-plan recognition.  
Utilizing data from Salesforce, HRM, and ERP systems to provide accurate, real-time insights.  
Leveraging Power BI to create interactive reports that would help management make informed decisions based on comprehensive, real-time data.

### Industry

Real Estate & Construction

### Services Used

- Business Intelligence (BI)
- Data Analytics
- Digital Transformation
- ETL
- Power BI
- Recommendations and Insights

### Region

Middle East

### Function/Department

- Financial Planning and Analysis (FP&A)
- Procurement and Purchasing
- Strategy and Planning

### Engagement Model

Staff/Resource Augmentation

## SOLUTION

Our experts implemented a robust, streamlined workflow to address the company's HR data management and analytics challenges. Here's how our team of experts solved their issues:

### Data Extraction:

- Data was gathered from the client's Salesforce, HRM, and ERP systems through APIs or export tools. This included sales records, employee performance data, and operational metrics related to inventory and financials.

### SQL Database Management:

- All data was stored in a structured SQL database with relational tables, ensuring easy access and data integrity for subsequent analysis.

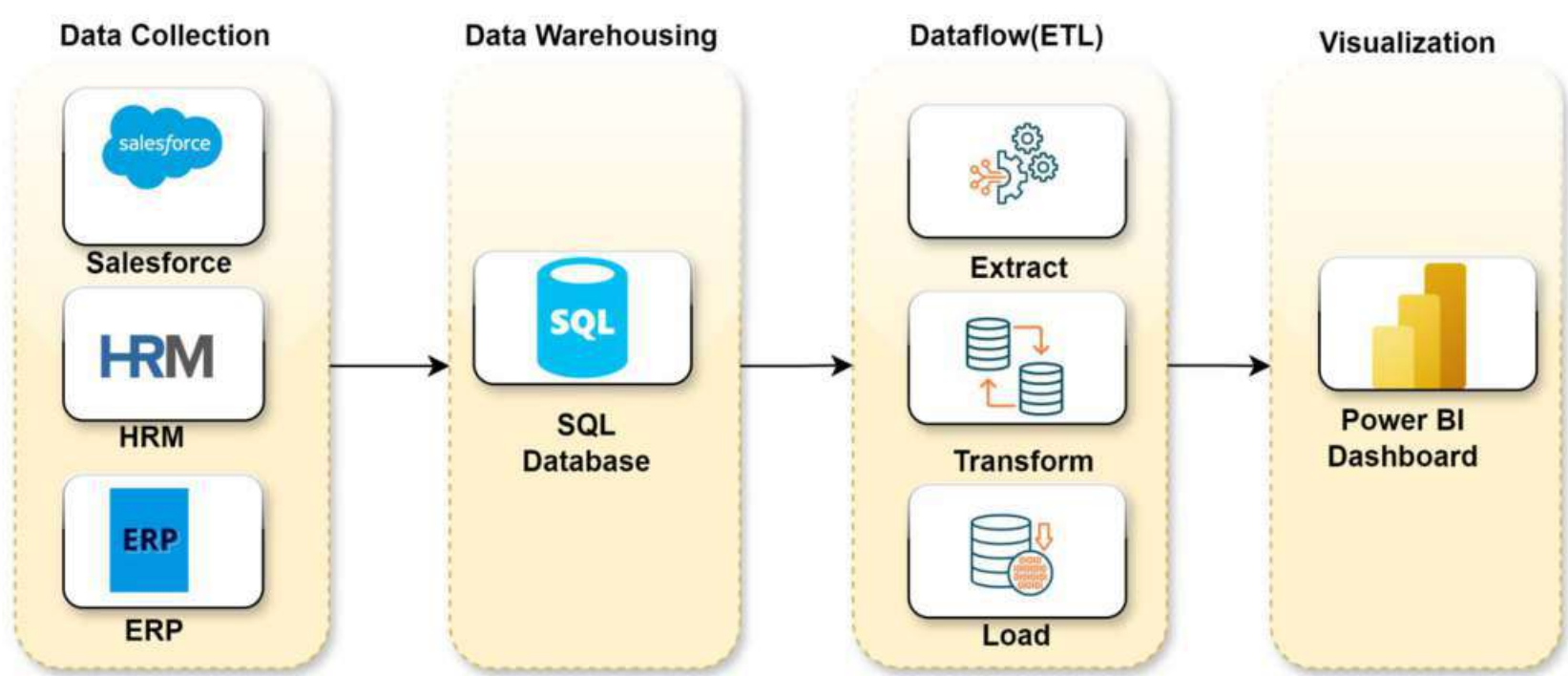
### ETL Implementation:

- 1. Extraction:** Relevant data was extracted from the SQL database.
- 2. Transformation:** The data was cleansed, aggregated, and normalized to create a consistent format for analysis.
- 3. Loading:** The transformed data was loaded into the system for visualization and reporting.

### Power BI Dashboard Set-up:

- Power BI was used to connect to the SQL database and fetch processed data, which was then used to create interactive dashboards and reports.

## TECHNICAL ARCHITECTURE



## BUSINESS IMPACT

### Enhanced Performance Visibility:

The custom Power BI dashboards analyzed 500+ individual commission records monthly, helping identify top performers and enabling data-driven resource allocation.

### Optimized Inventory Management:

Resolved 50+ recurring inventory issues, reducing holding costs and improving property utilization across multiple sites.

### Improved Lead Tracking:

Categorized 120+ monthly leads, boosting conversion rates by 20% from high-performing sources and enhancing marketing efficiency.

### Increased Visibility into Off-Plan Activities:

Monitored 100+ off-plan projects, enabling timely revenue recognition and strategic decision-making.

### Streamlined Collection Monitoring:

Reduced overdue payments by 15% and shortened collection cycles by 10 days, improving cash flow and financial oversight.

The Power BI dashboards improved broker performance tracking, inventory management, lead tracking, and off-plan collection monitoring. These changes helped the company make better decisions, streamline operations, and boost overall business success.

