

Real Estate Performance & Client Engagement Dashboard

This dashboard delivers an **end-to-end view** of **real estate operations**, analyzing **sales performance**, **visitor behavior**, **agent productivity**, **client segmentation**, and **property demand** across multiple dimensions. It enables **decision-makers** to monitor **KPIs**, identify **top performers**, analyze **conversion efficiency**, and understand what drives **sales** across **cities**, **property types**, and **price segments**.

Data & Analytics Scope: The data model is designed using a **scalable analytical schema**, allowing seamless analysis across **time**, **agents**, **clients**, **properties**, **pricing tiers**, and **size categories**. Interactive visuals, filters, and drill-downs support **both executive-level insights and detailed analytical exploration**.

 Visitor activity analytics

 Performance Overview

 Visits & conversion

 Property sales & demand

 Property portfolio overview

 Property sales driver

 Agent Performance

 Client Analytics

 Agent overview



Sales Performance Overview

Filter

\$1.54bn

Total Sales Revenue

21.41%

Year-over-Year Growth %

2K

Total Closed Deals

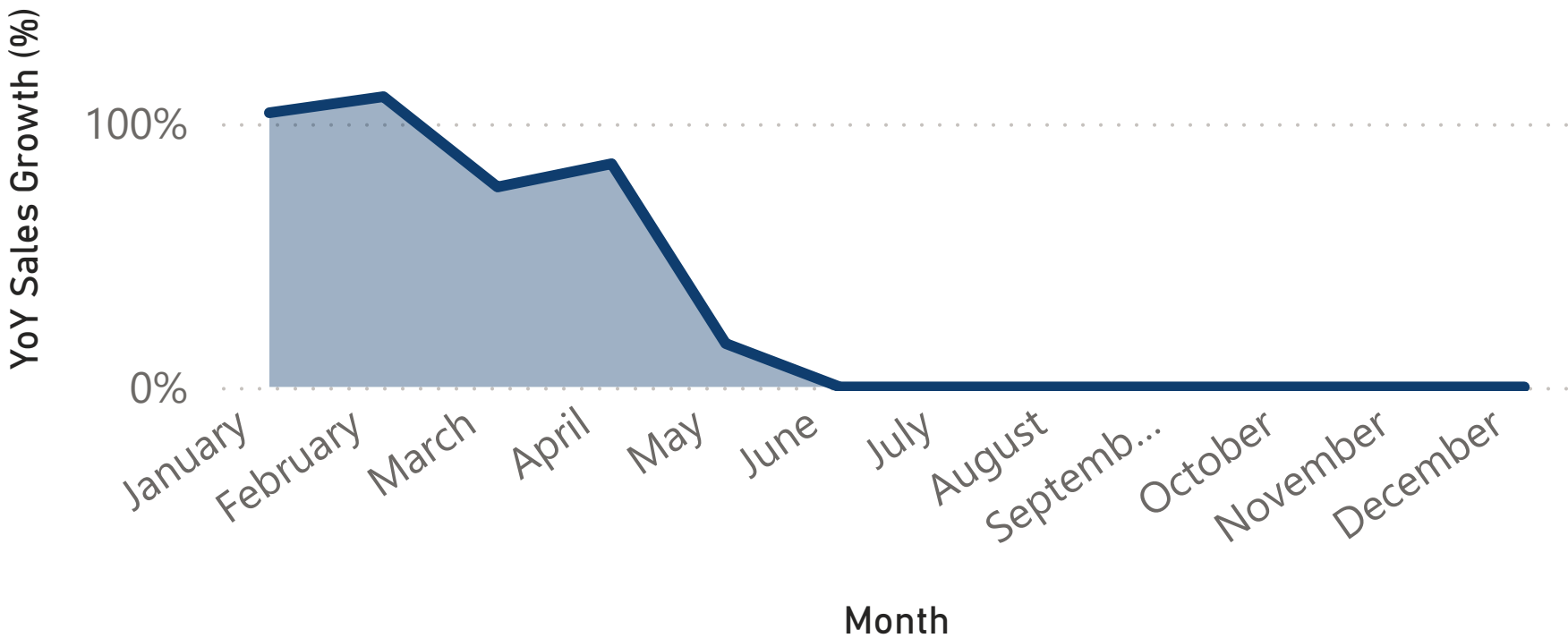
\$432.5M

Weekend Sales

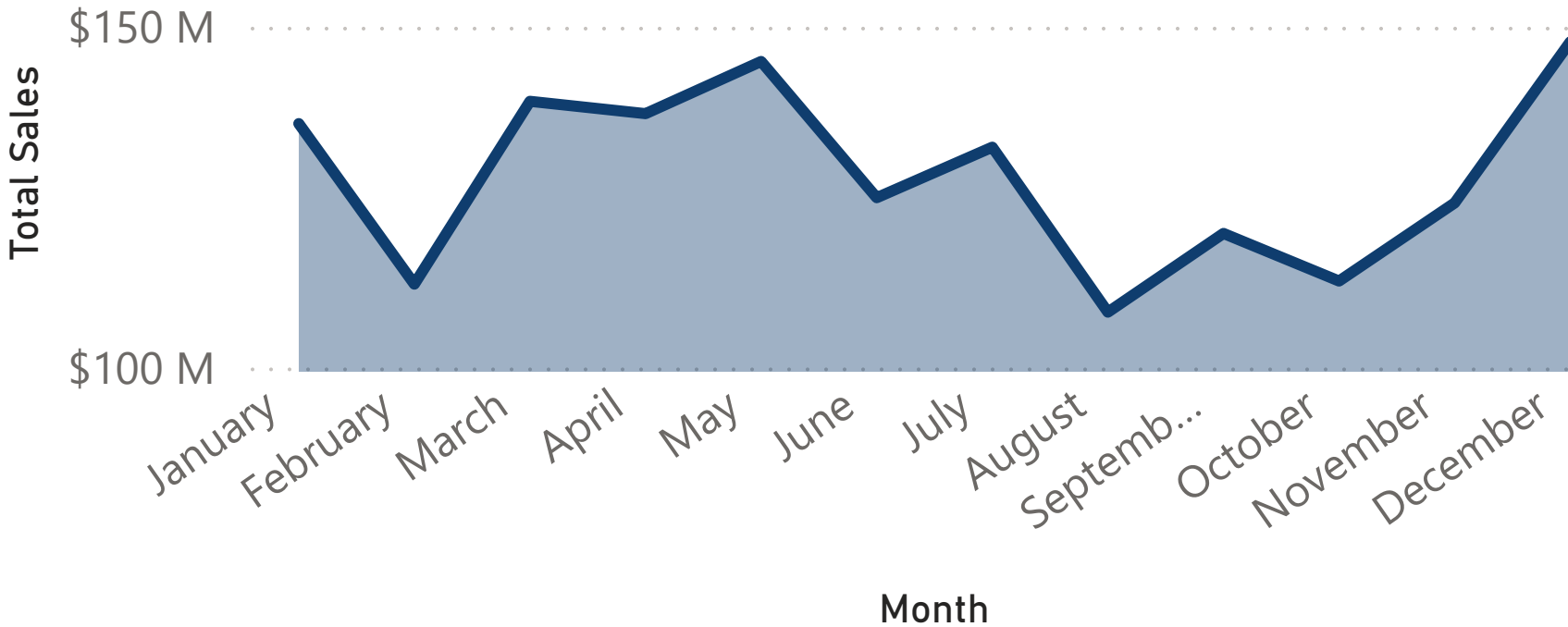
40%

Visit-to-Sale Conversion Rate

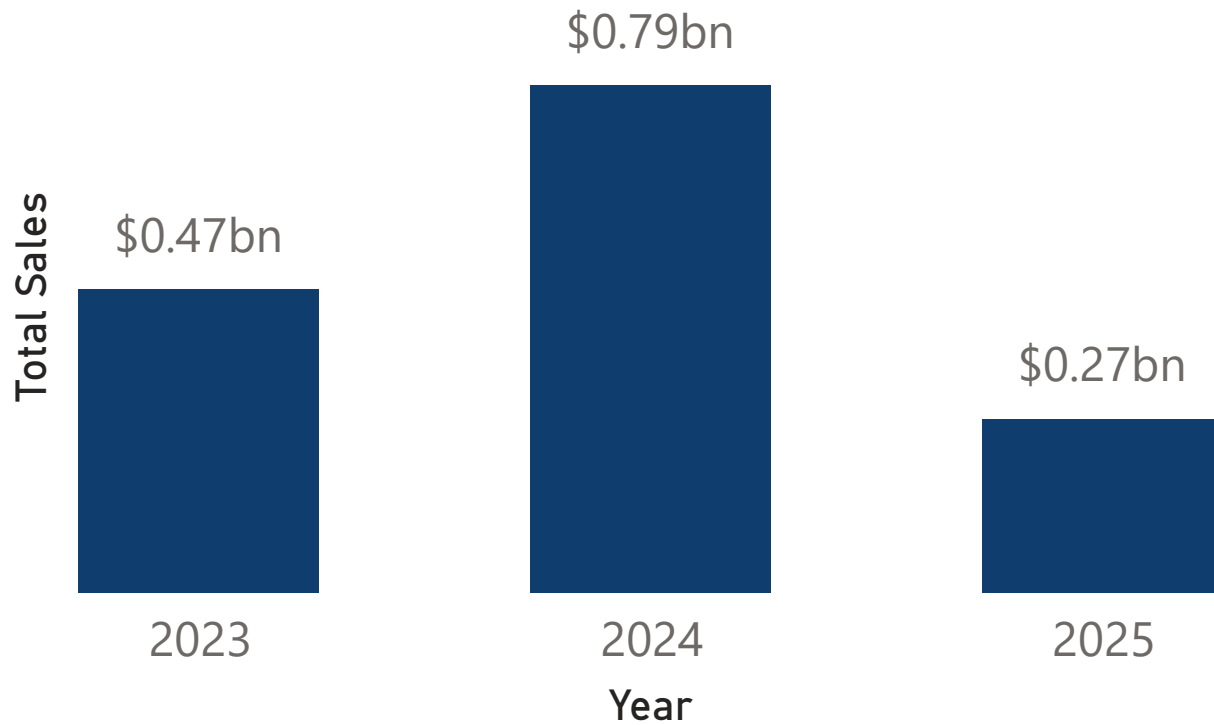
Year-over-Year Sales Performance by Month



Monthly Sales Trend



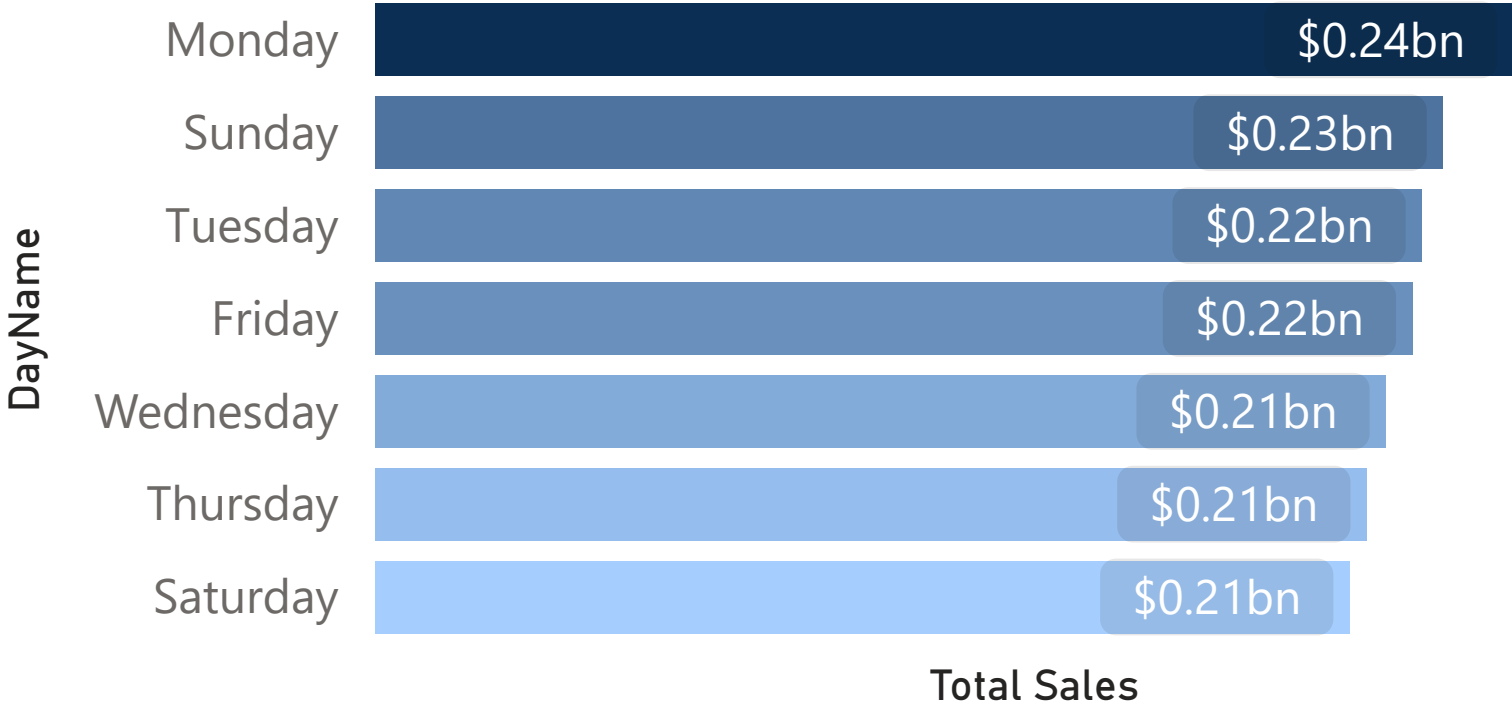
Total Sales Trend by Year



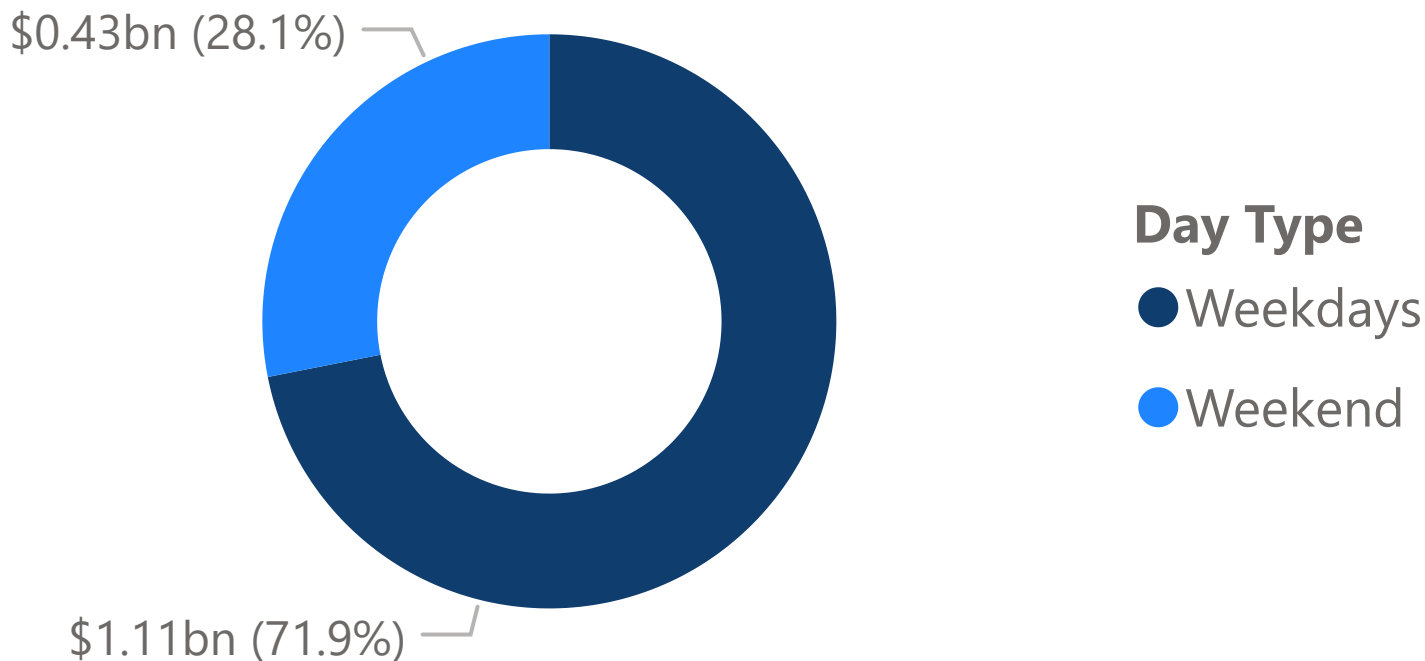
Total Sales by Quarter



Sales by Day of Week



Weekend vs Weekday Sales Distribution





Visits & Conversion

Filter

5K

Number of Visits

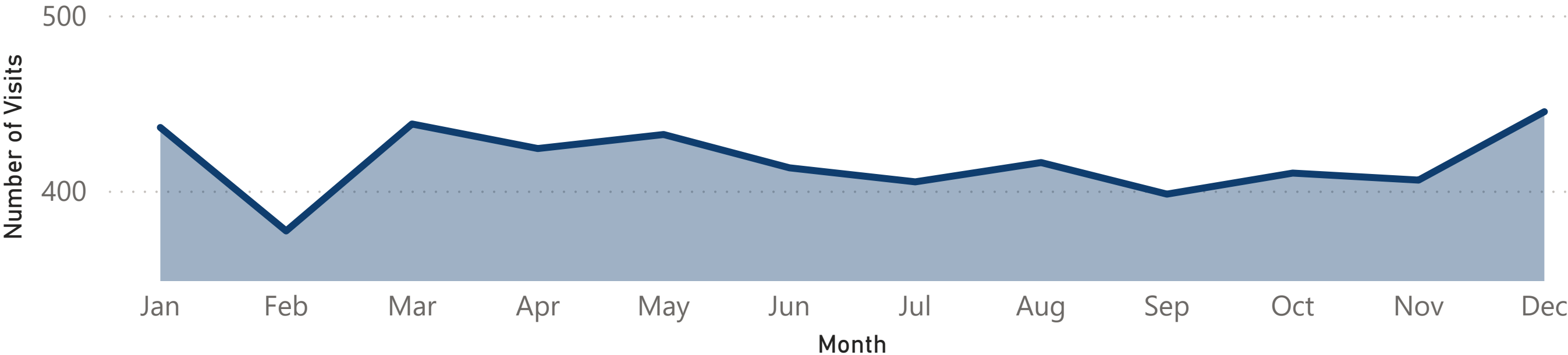
56.84%

Visits YoY %

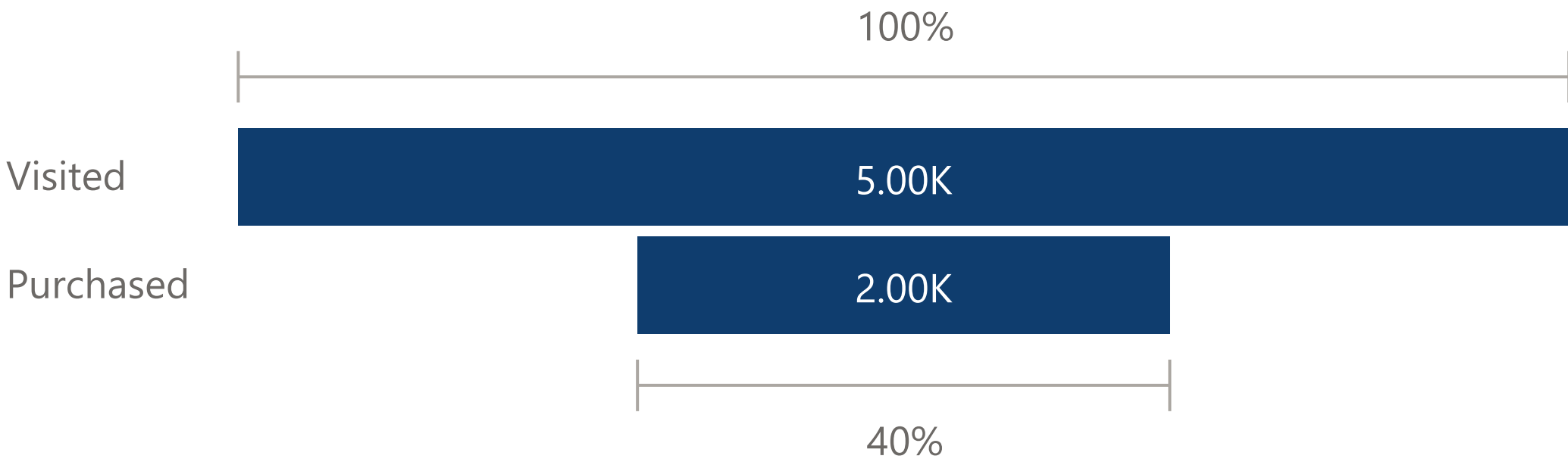
3

Avg Visits per Customer

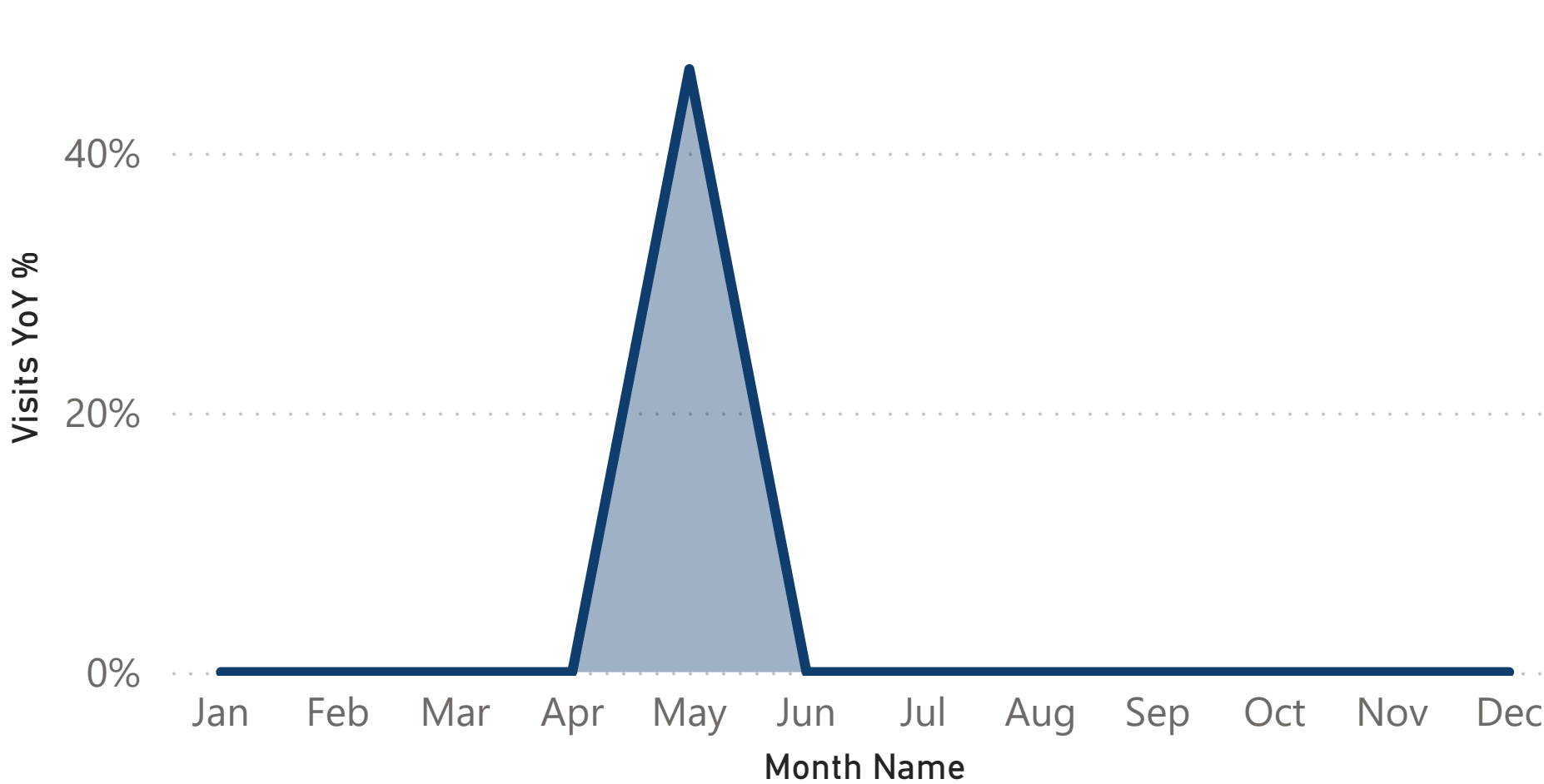
Monthly Visits Trend



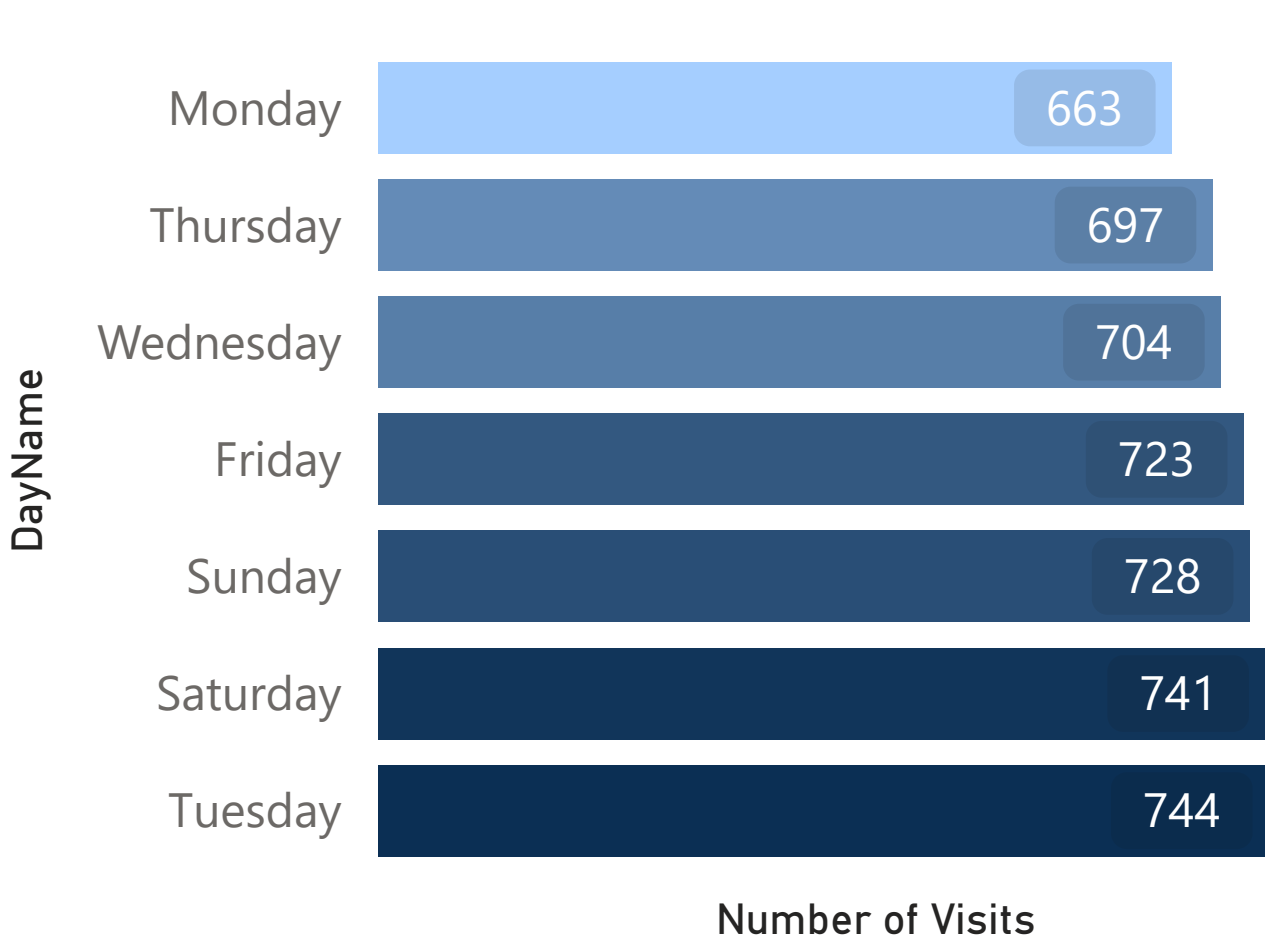
Visit-to-Purchase Conversion



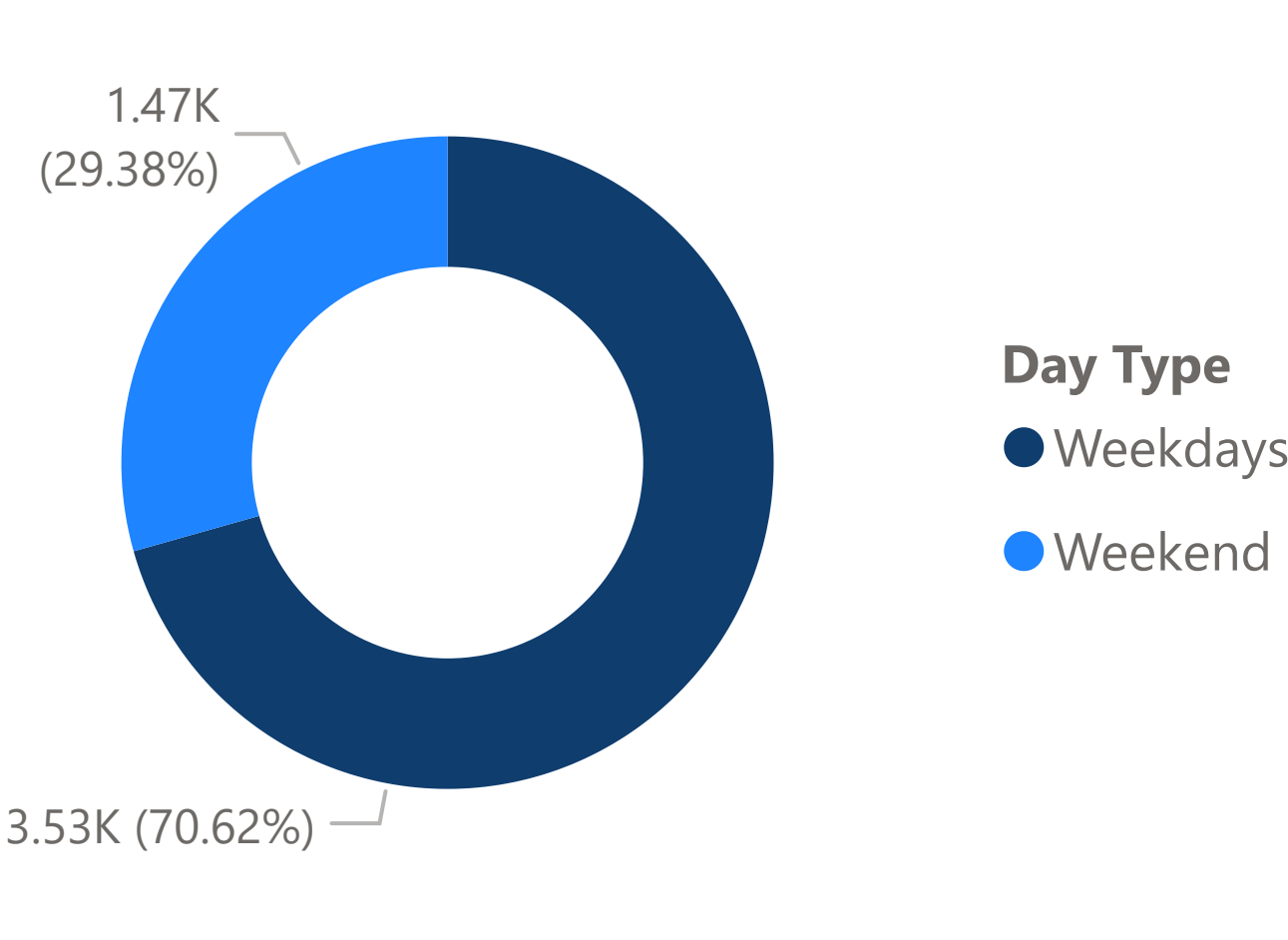
Monthly Visits Trend & YoY Growth



Daily Visit Distribution



Weekend vs Weekday Visits Distribution

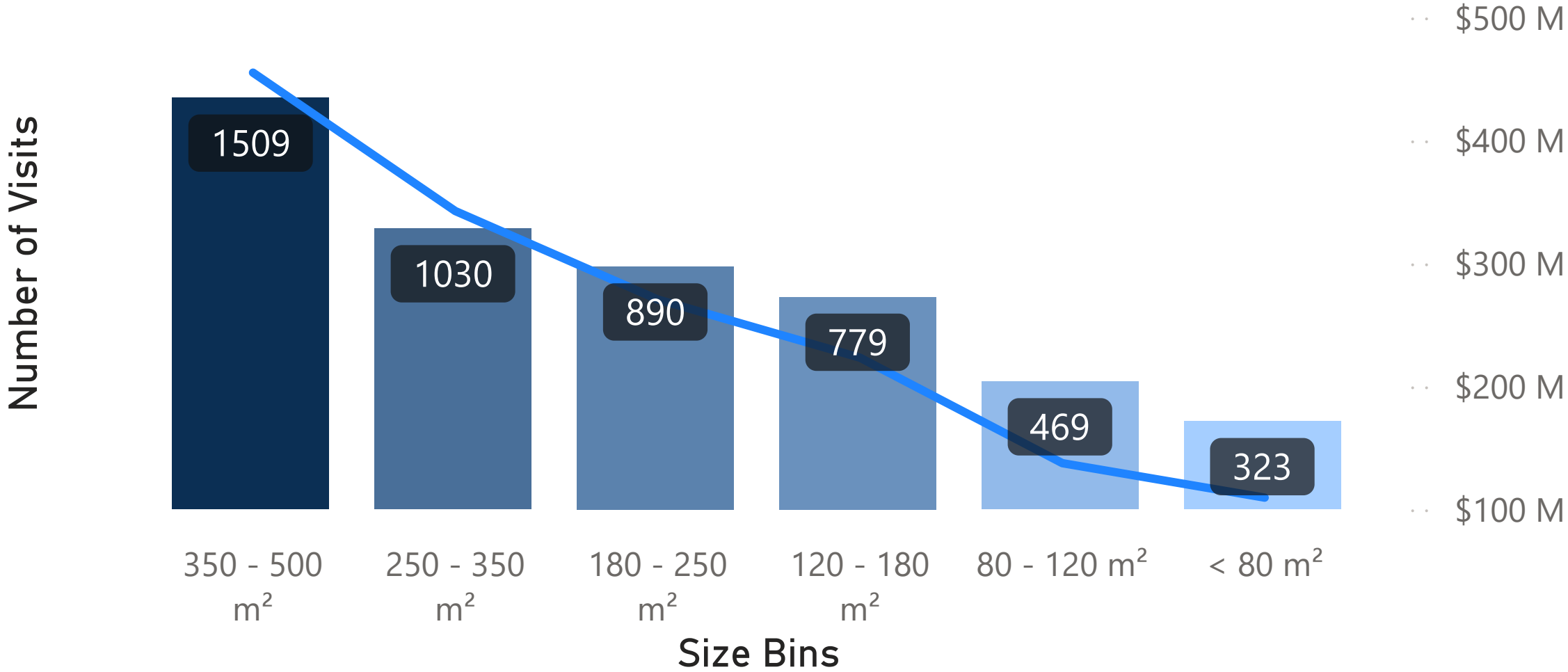




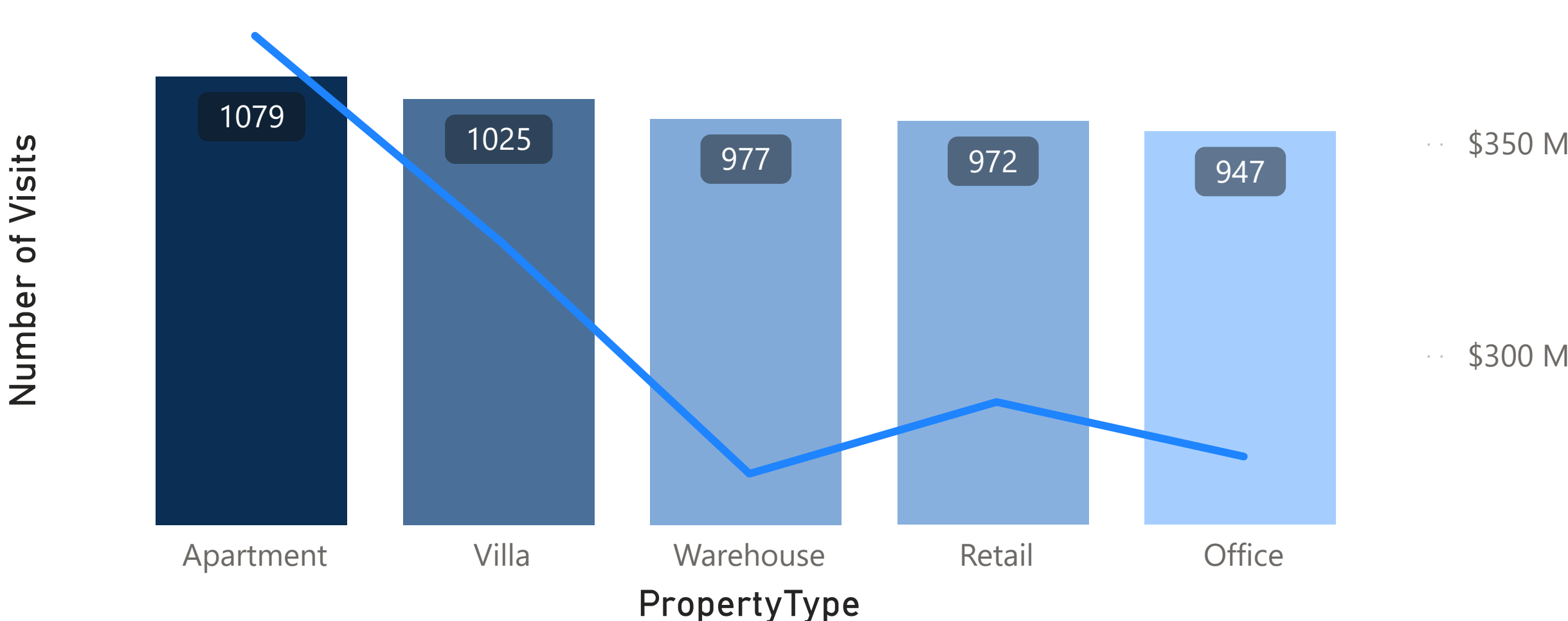
Visitor Activity Analytics

Filter

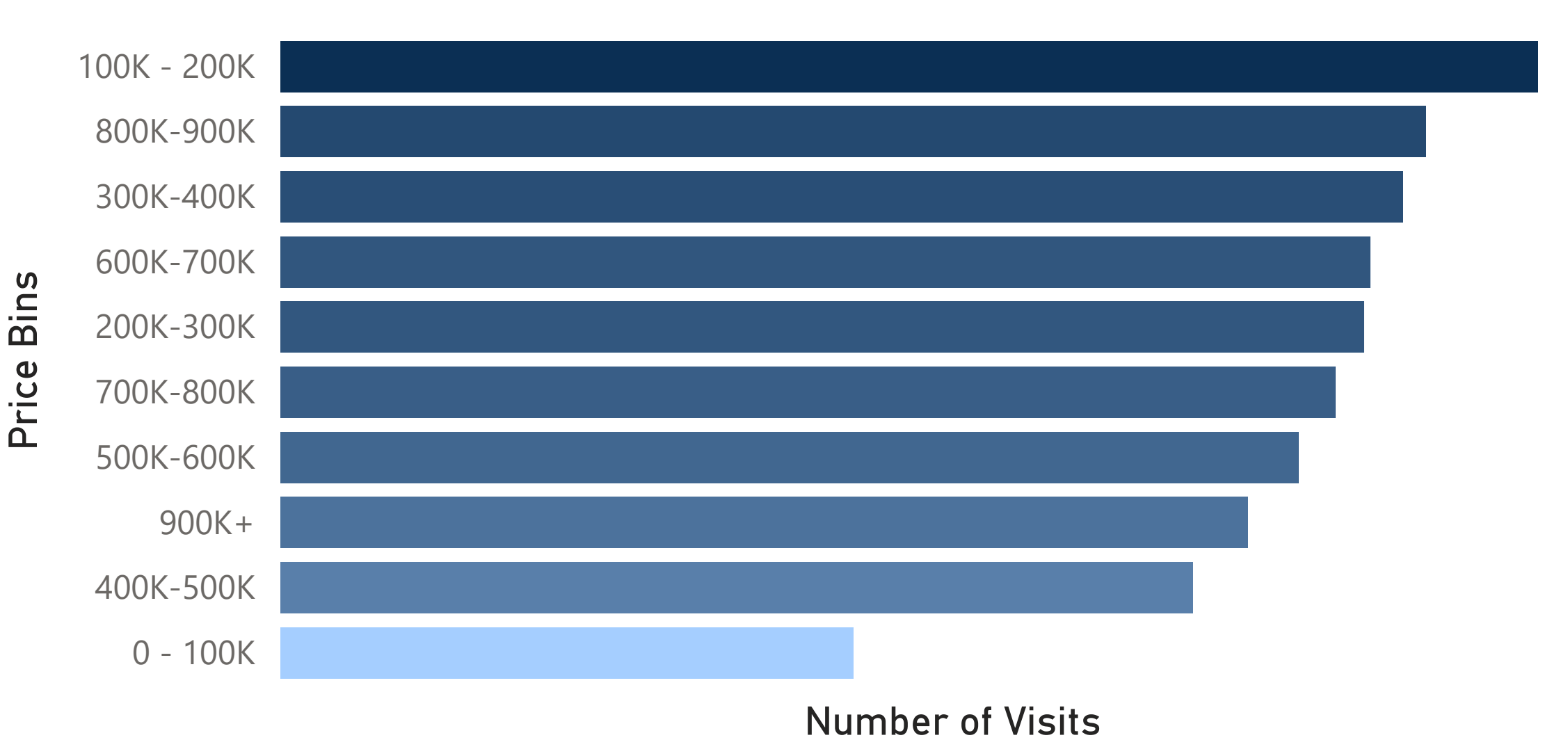
Property Size Impact on Visits & Sales



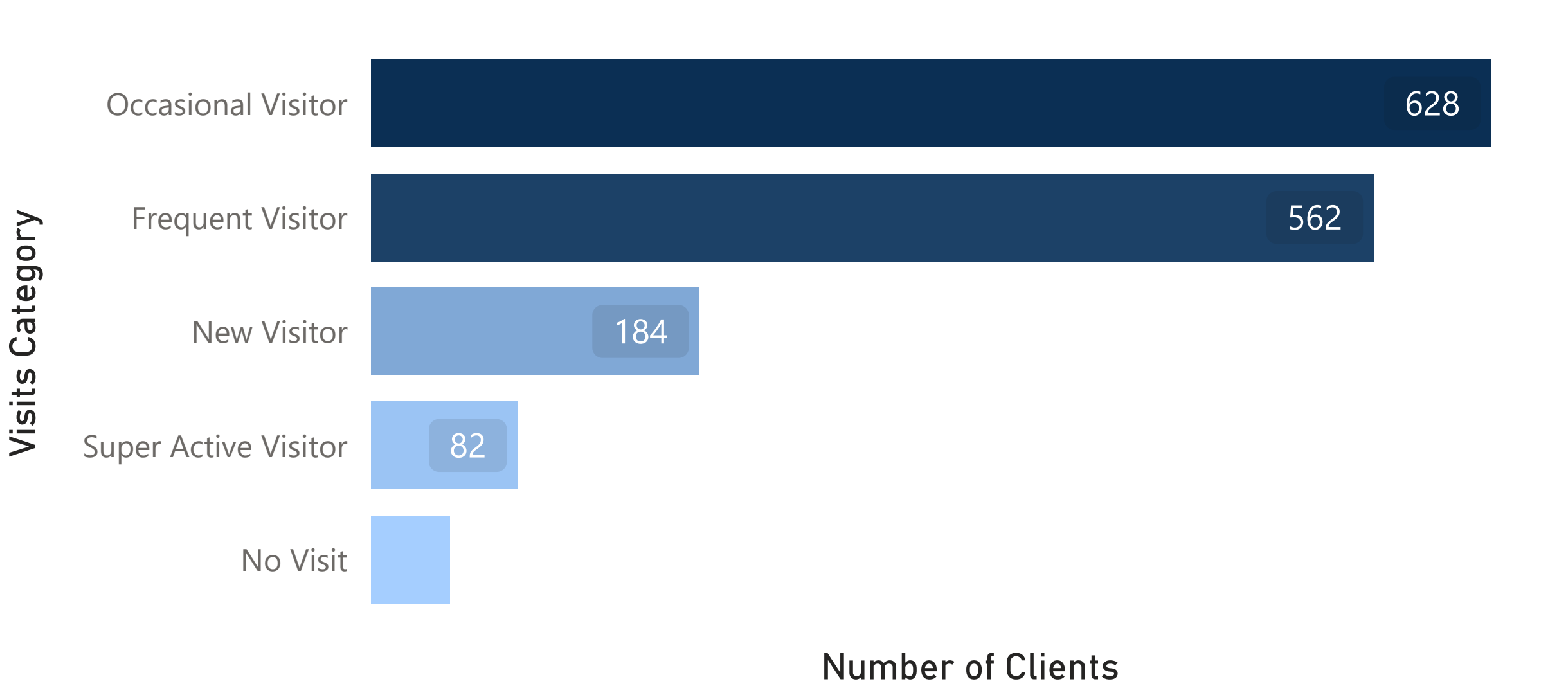
Visits & Sales by Property Type



Visits by Price Range



Visits Category





Agent Overview

Filter

100

Number of Agents

20

Average Properties Sold per Agent

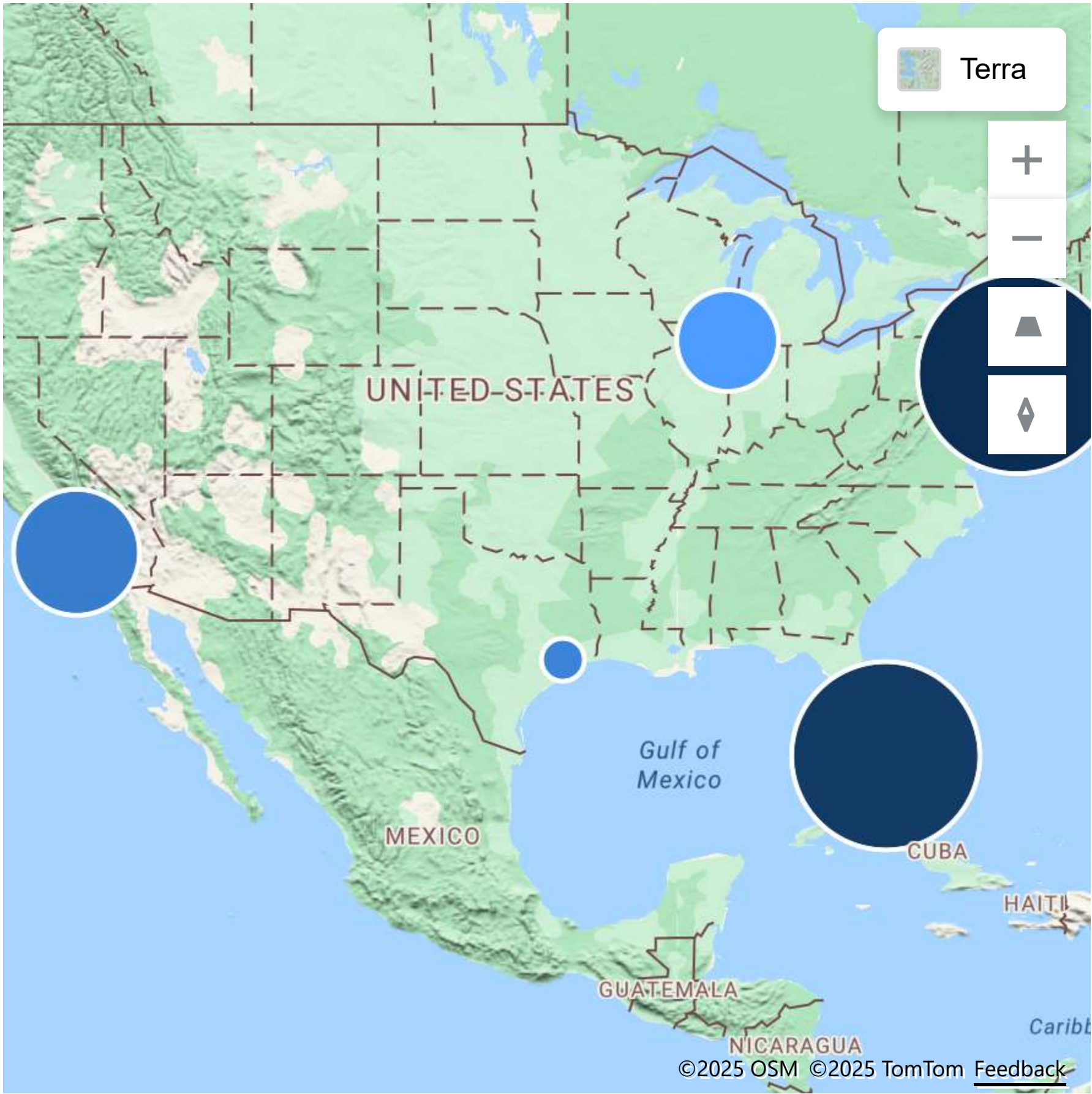
\$769K

Avg Sale Per Agent

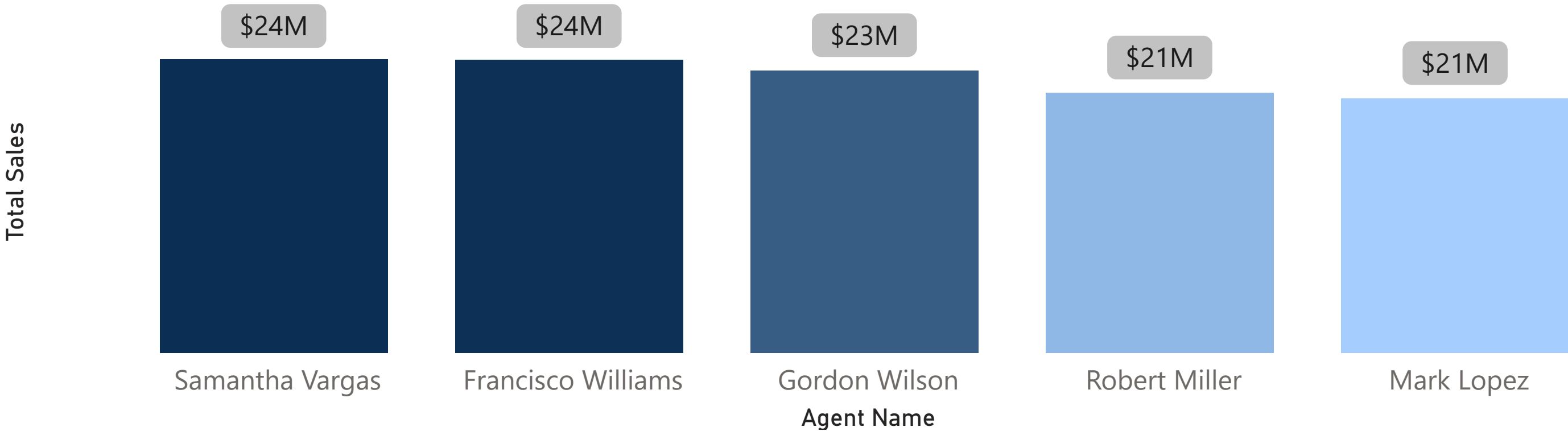
All Agents

Top 5

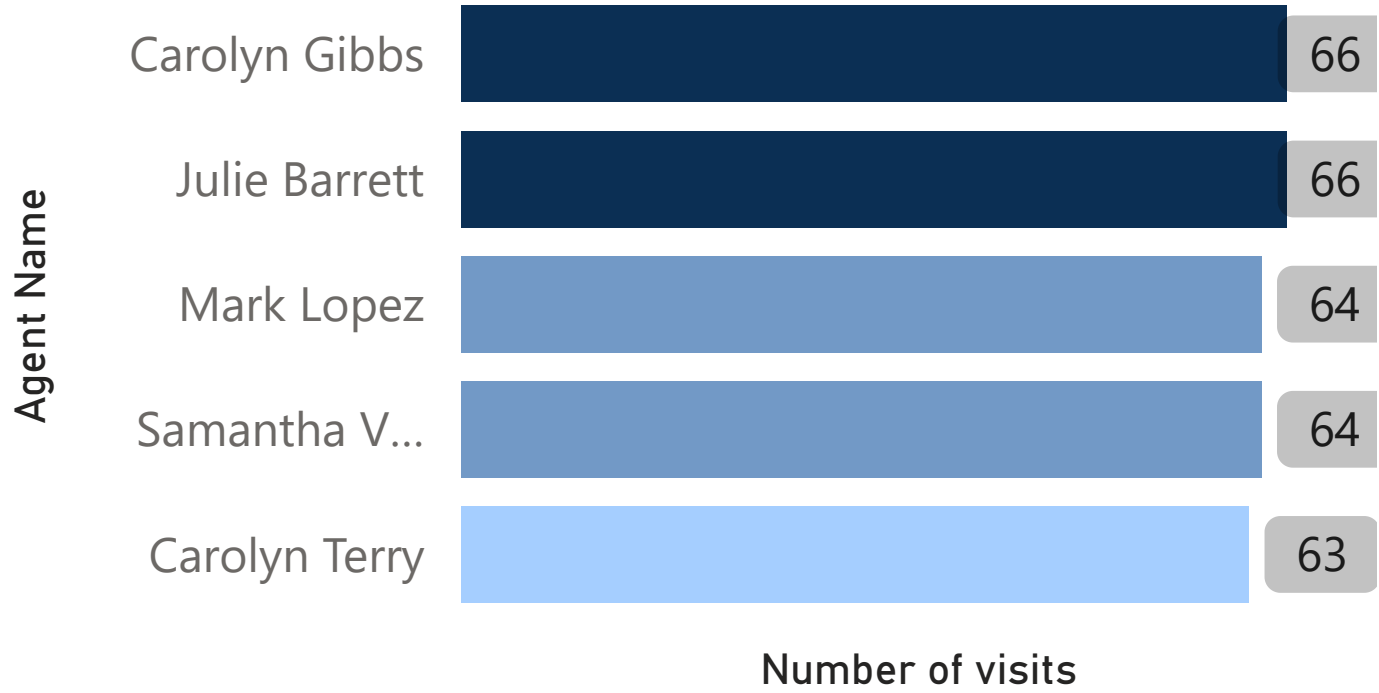
Agents & Clients Map



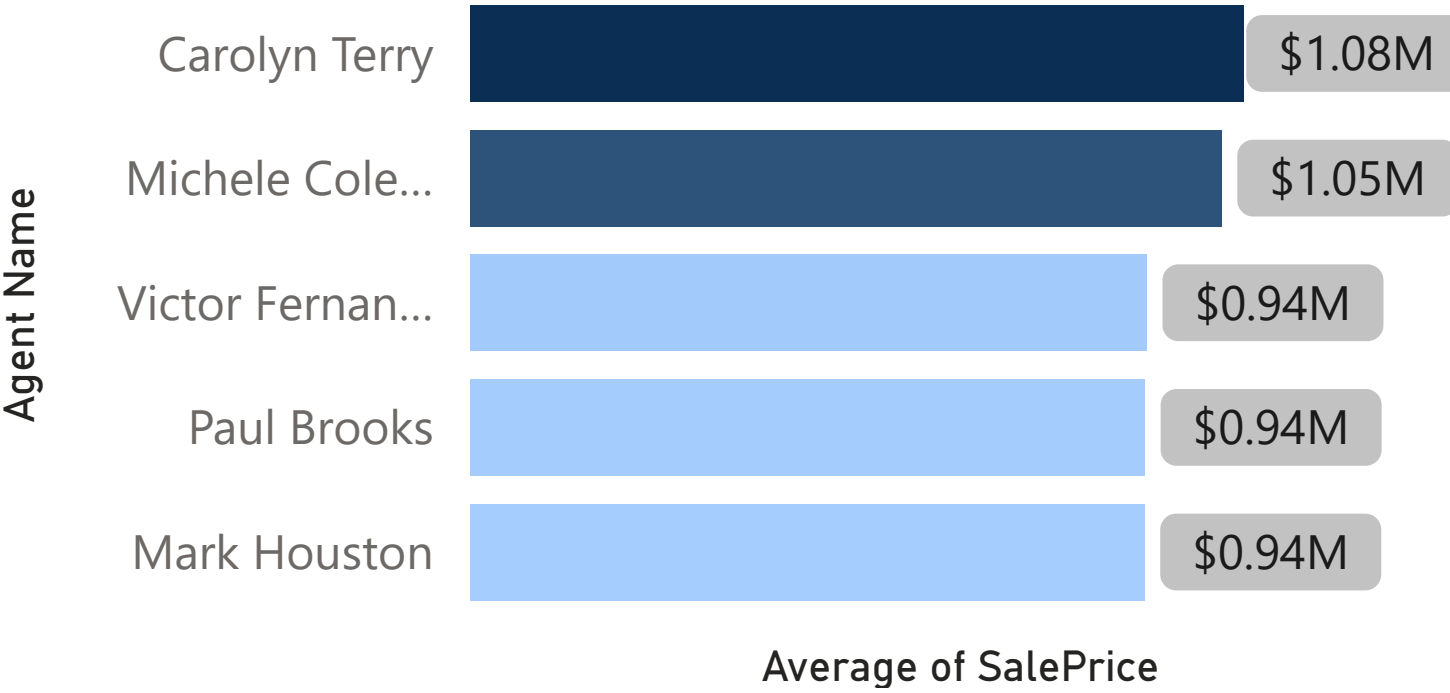
Top 5 Sales



Top 5 Visits per Agent



Top 5 Avg Sale per Agent



Agent Performance Filter					
Samantha Vargas Top Performer Agent		1 Agent Rank	\$24.22M Total Sales of Top Performer	\$24.22M✓ Goal: \$15.0 M (+61.44%)	
Agent Name	Total Sales	Agent Rank	Number of Clients		Closed Deals
Samantha Vargas	\$24,215,411	⬆️	1	28	28
Francisco Williams	\$24,176,580	⬆️	2	29	29
Gordon Wilson	\$23,283,861	⬆️	3	28	28
Robert Miller	\$21,440,733	⬆️	4	23	23
Mark Lopez	\$20,987,705	⬆️	5	24	24
Laura Martin	\$20,850,801	⬆️	6	25	25
Michelle Davis	\$20,640,884	⬆️	7	28	28
Cody Ramsey	\$20,495,310	⬆️	8	25	26
Tammy Walker	\$20,447,661	⬆️	9	23	24
Tammy Cohen	\$20,395,399	⬆️	10	22	22
Nathan Stevens	\$20,118,590	⬆️	11	23	23
Michele Coleman	\$19,893,794	⬆️	12	19	19
Kelly Harris	\$19,755,259	⬆️	13	22	22
Larry Holloway	\$19,635,450	⬆️	14	26	26



Client Analytics

Filter

1.5K

Number of clients

1.1K

Clients Who Purchased

\$1.4M

Avg Sales per Client

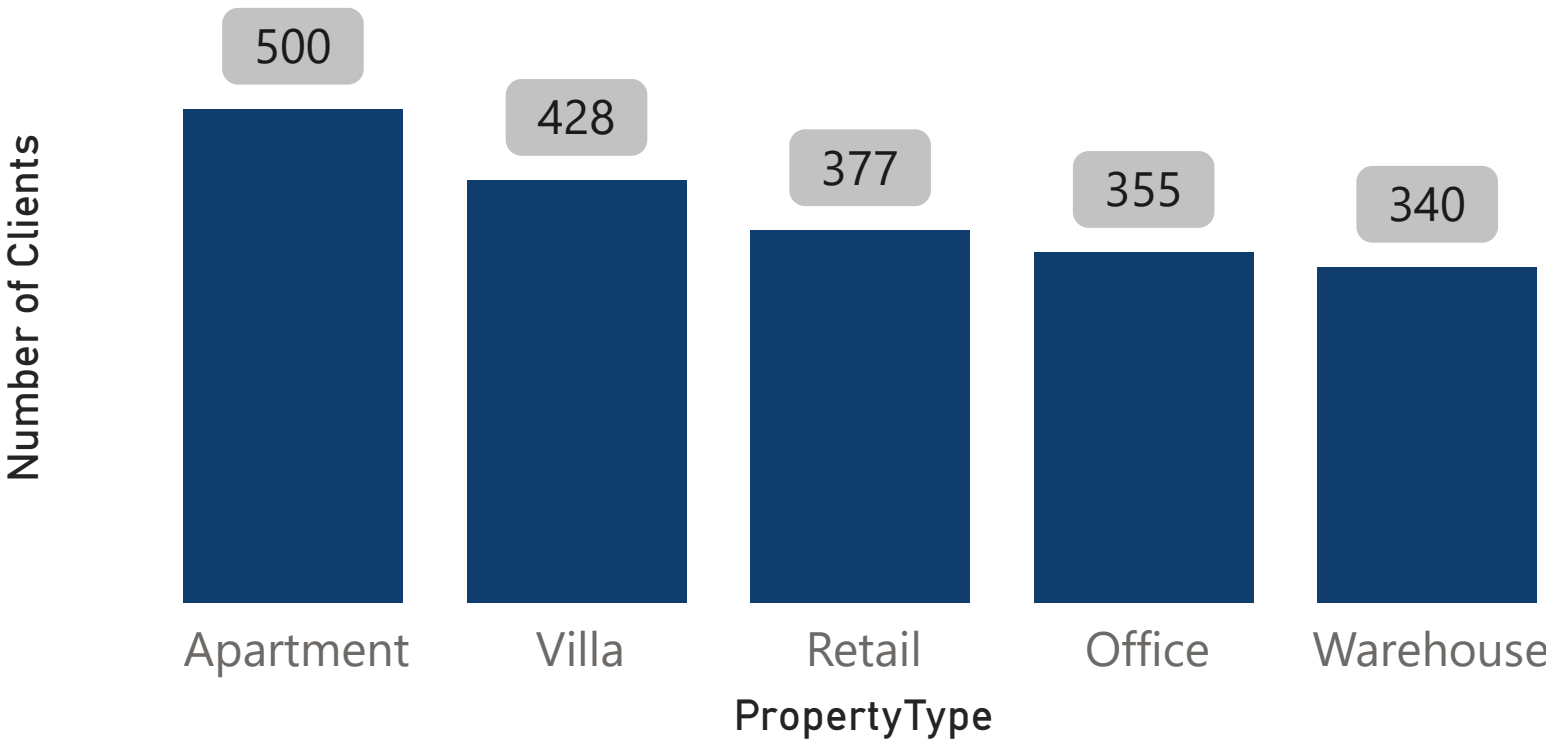
52%

Repeat Buyers %

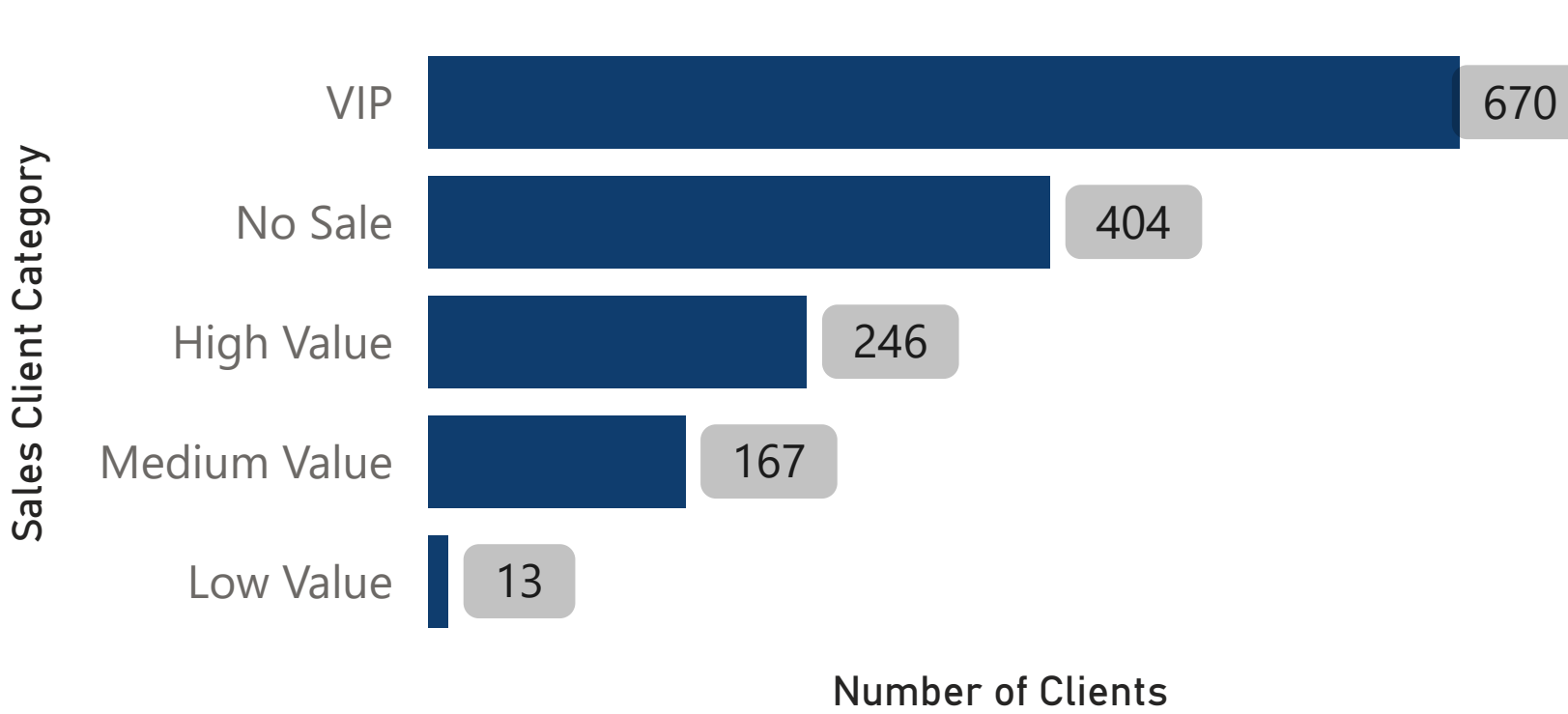
570

Repeat Buyers Count

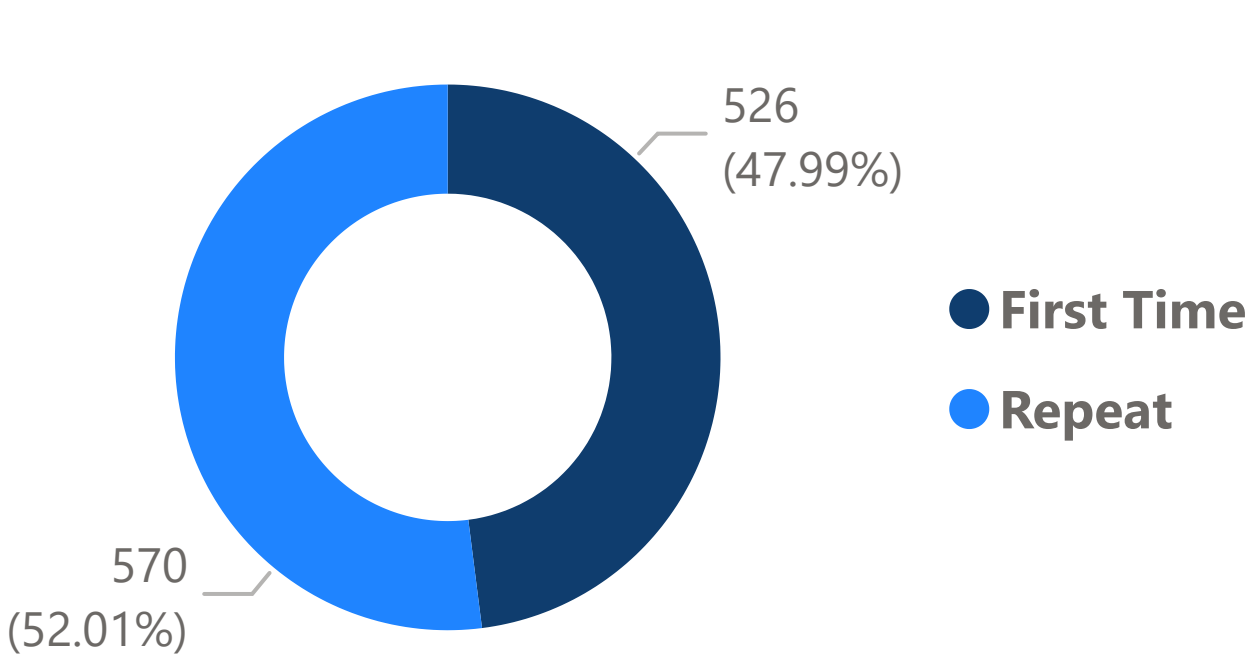
Clients by Property Type



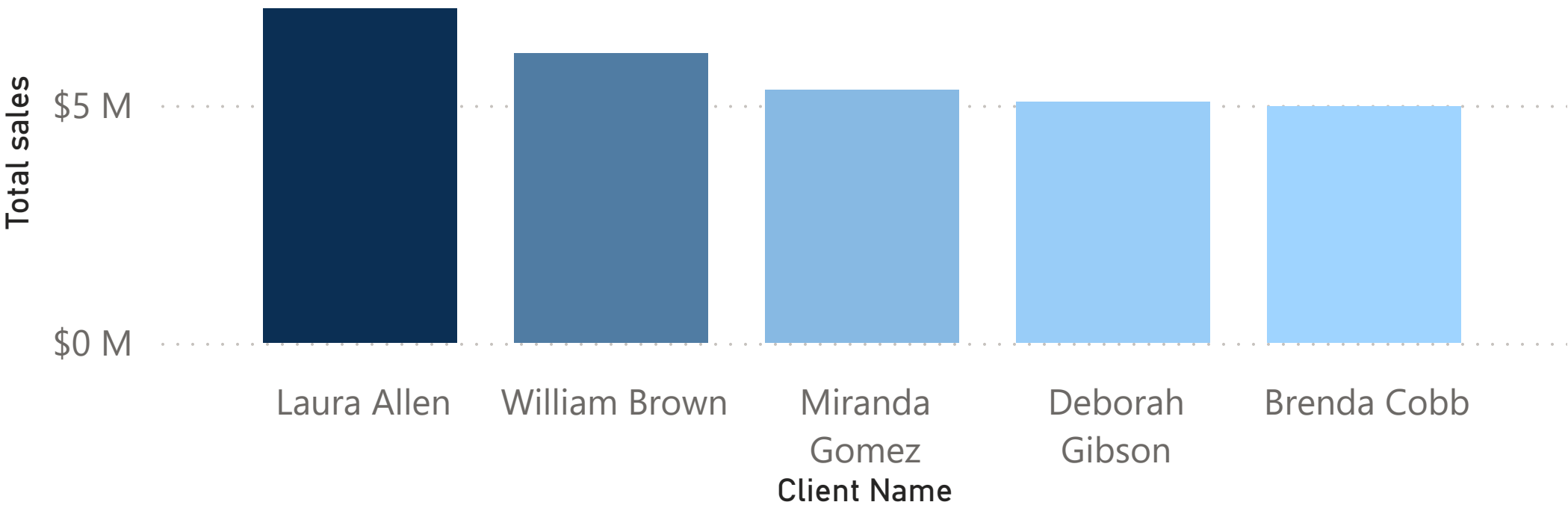
Clients by Sales Category



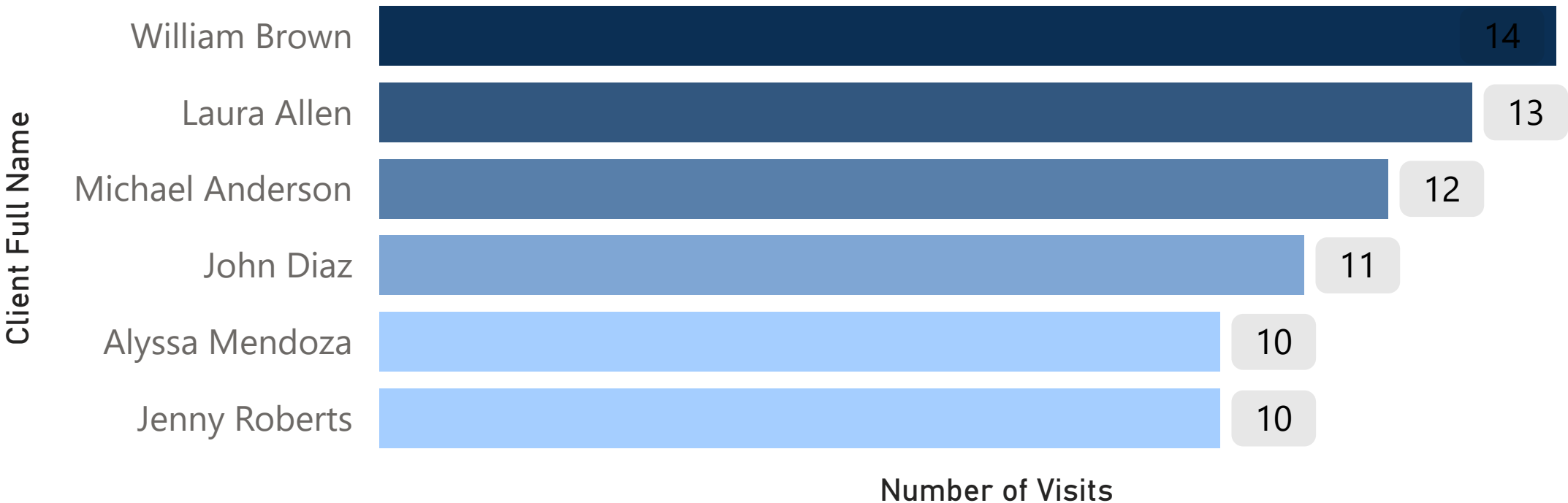
Buyer Type Distribution



Clients by Sales



Client Visits



All Clients

Top 5



Property Portfolio Overview

Filter

1K

Number of Properties

\$521K

Average Property Price

\$998K

Max Property Price

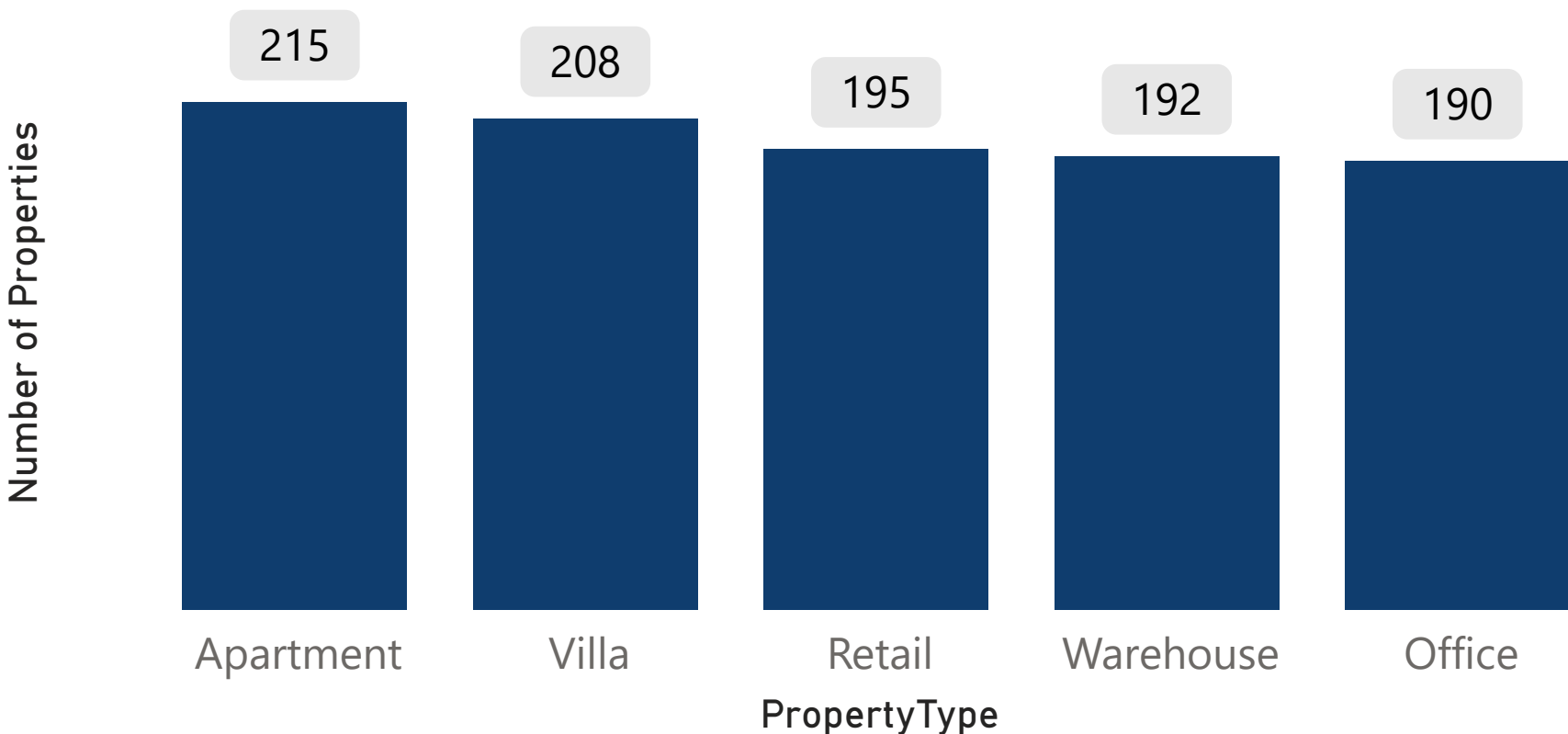
\$52K

Min Property Price

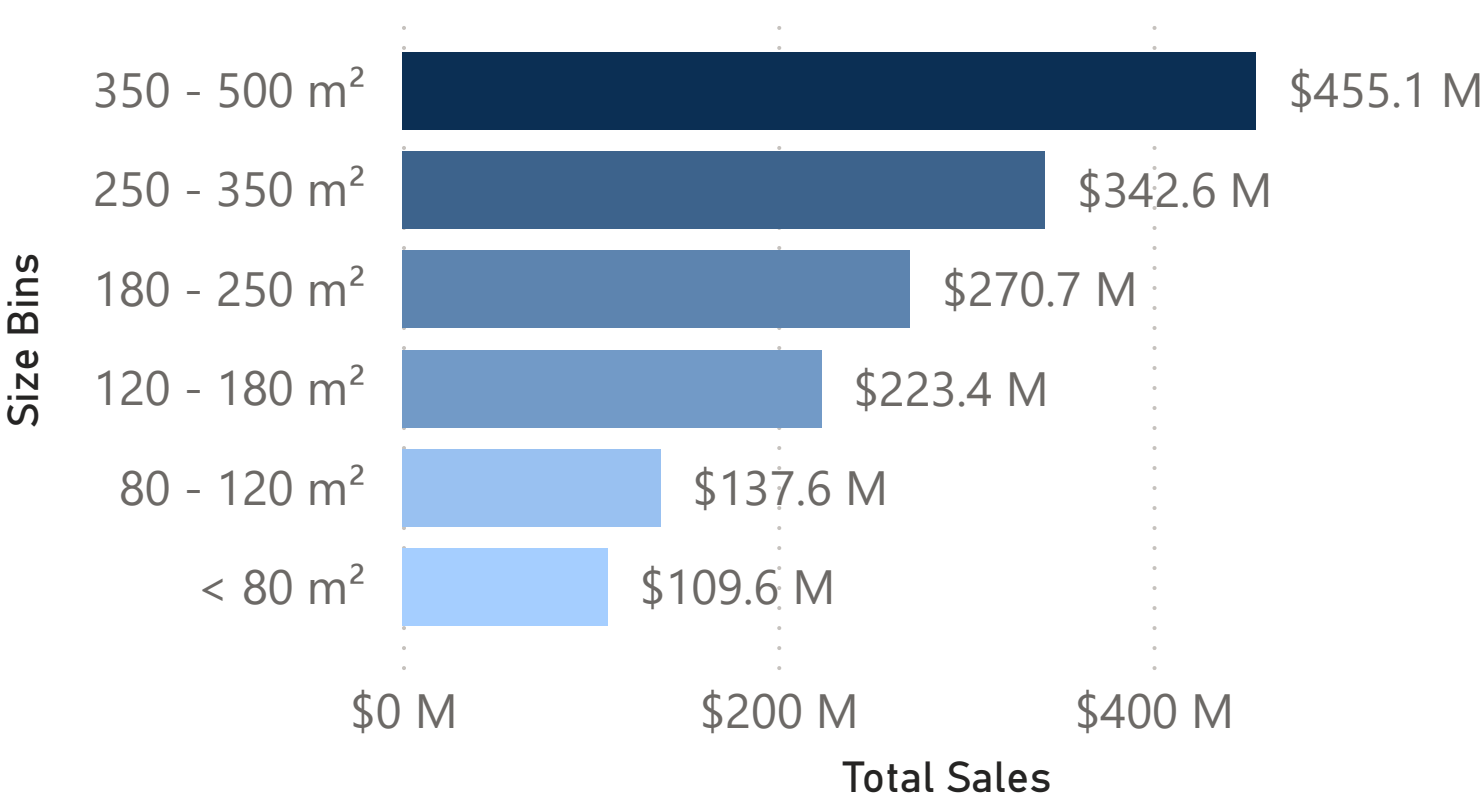
\$1.95K

Avg Price per Sqm

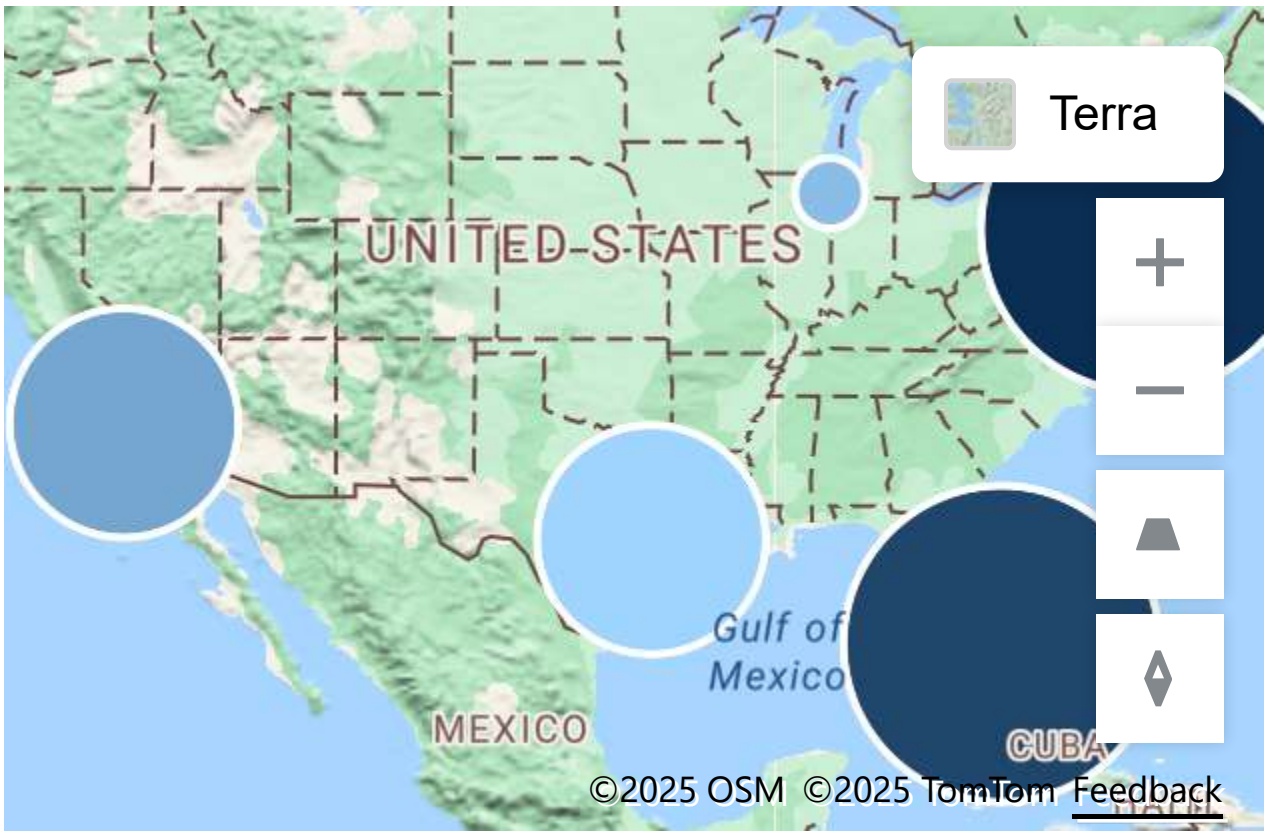
Number of Properties by Type



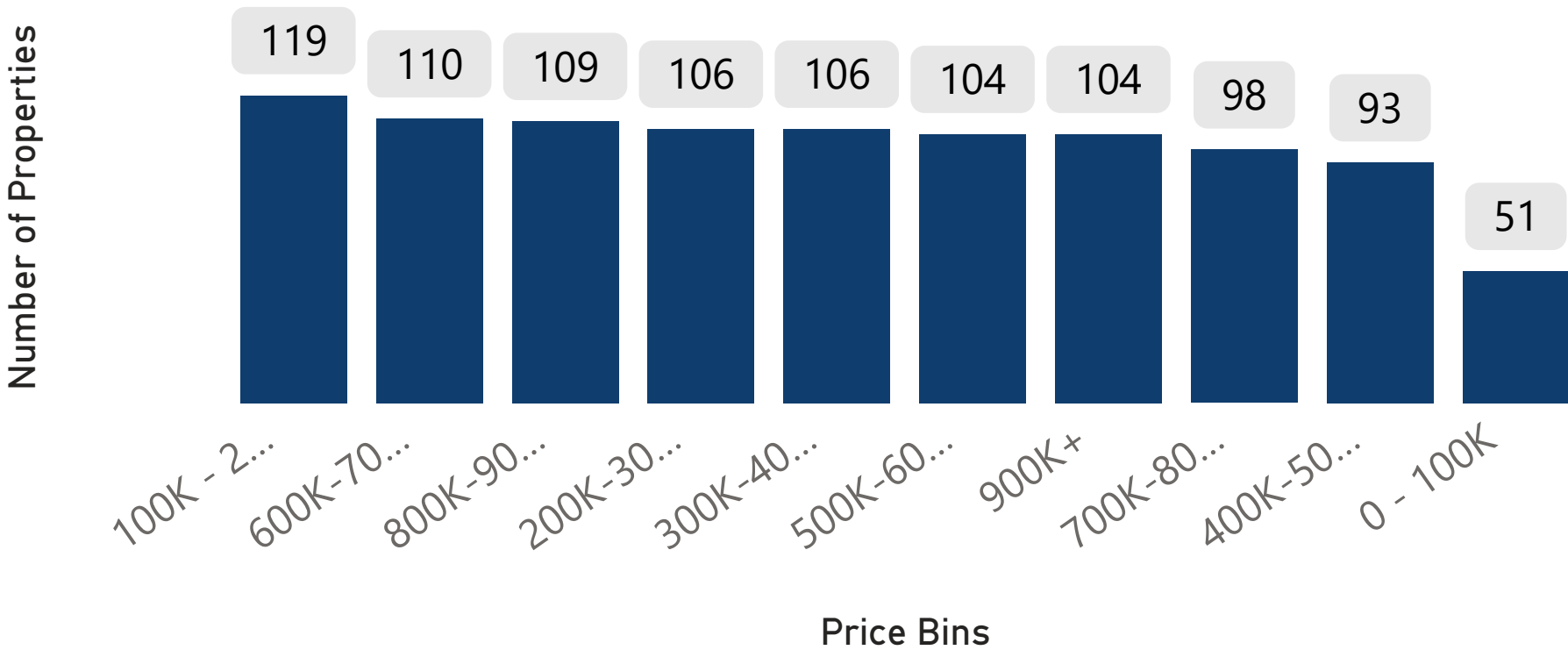
Total Sales by Size Bins



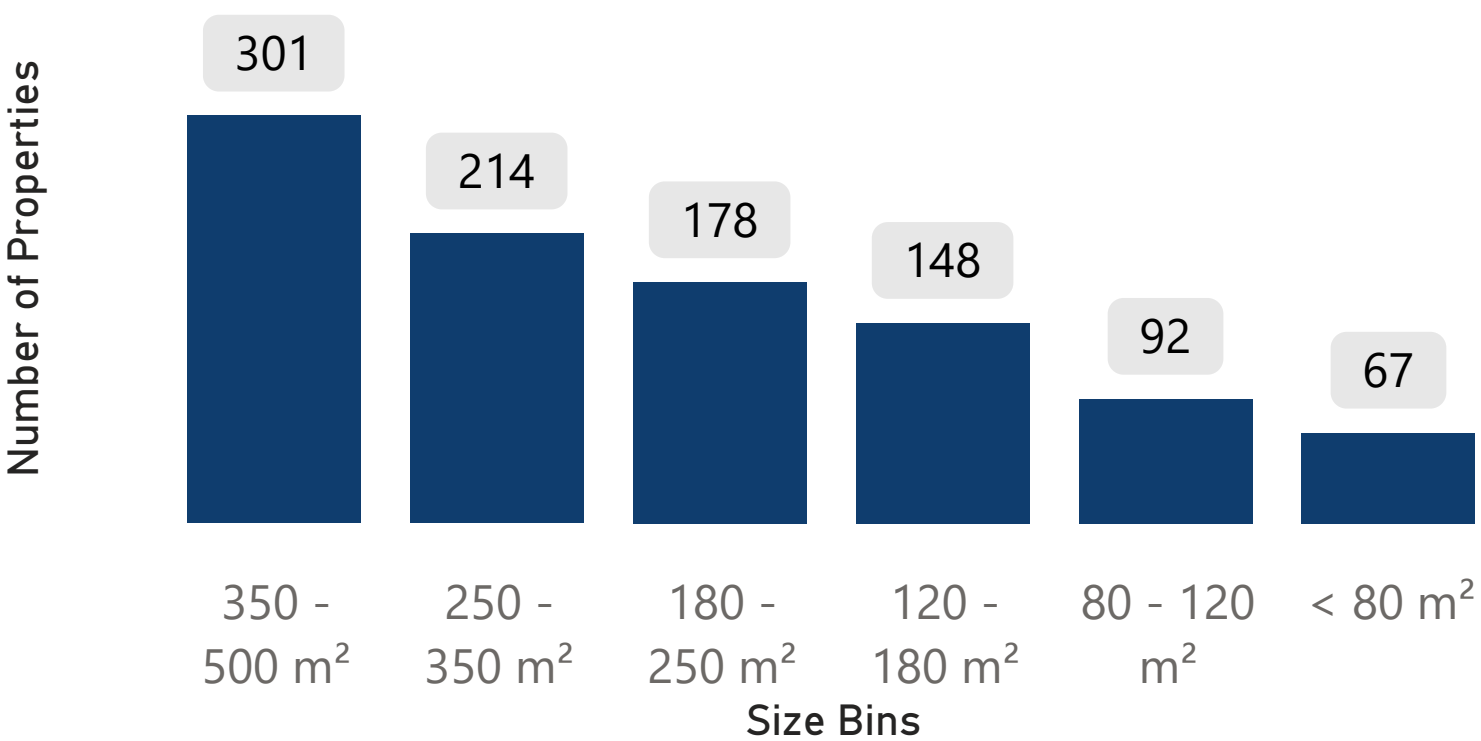
Property Supply & Sales Activity by City



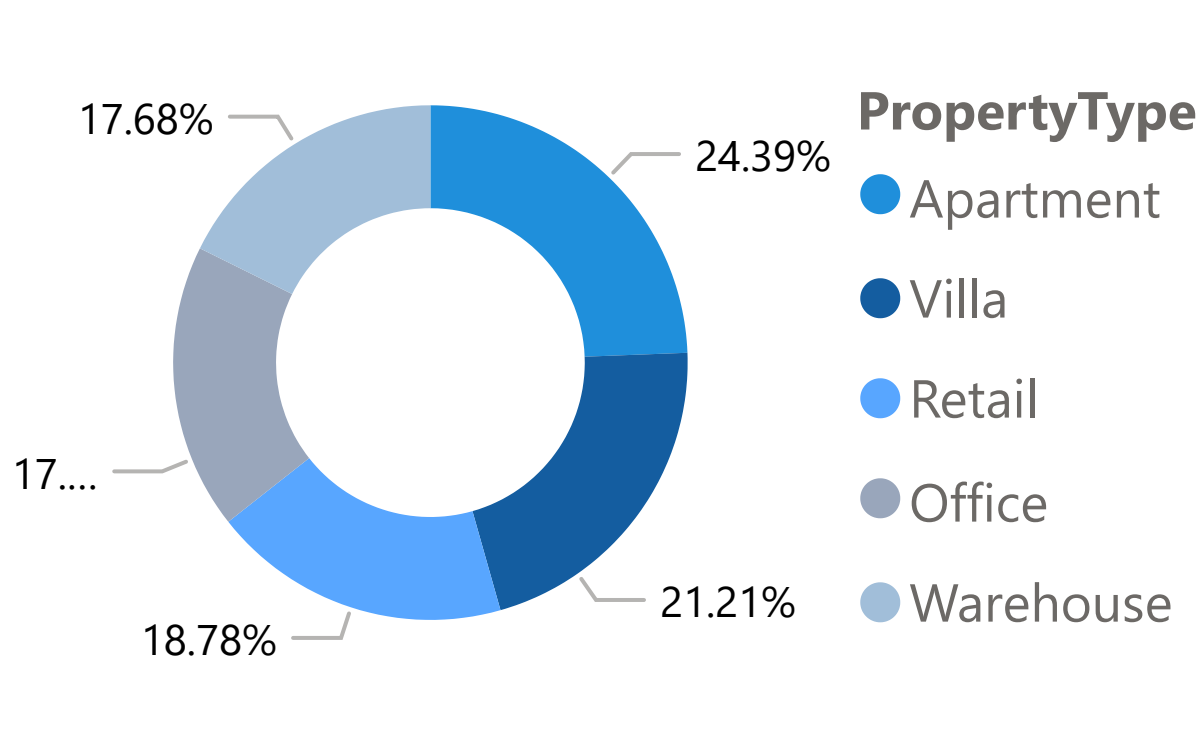
Number of Properties by Price Bins



Number of Properties by Size Bins



Total Sales by PropertyType

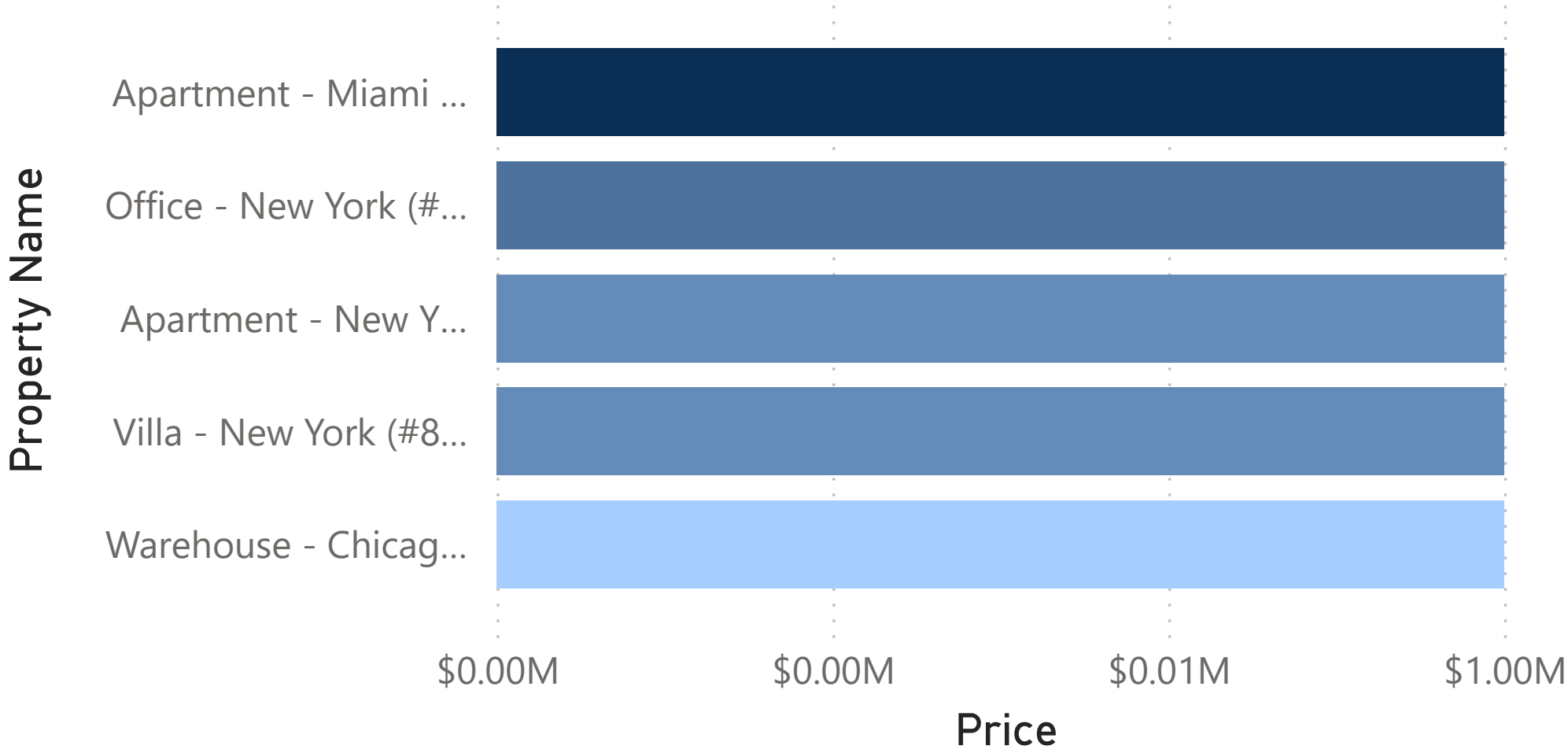




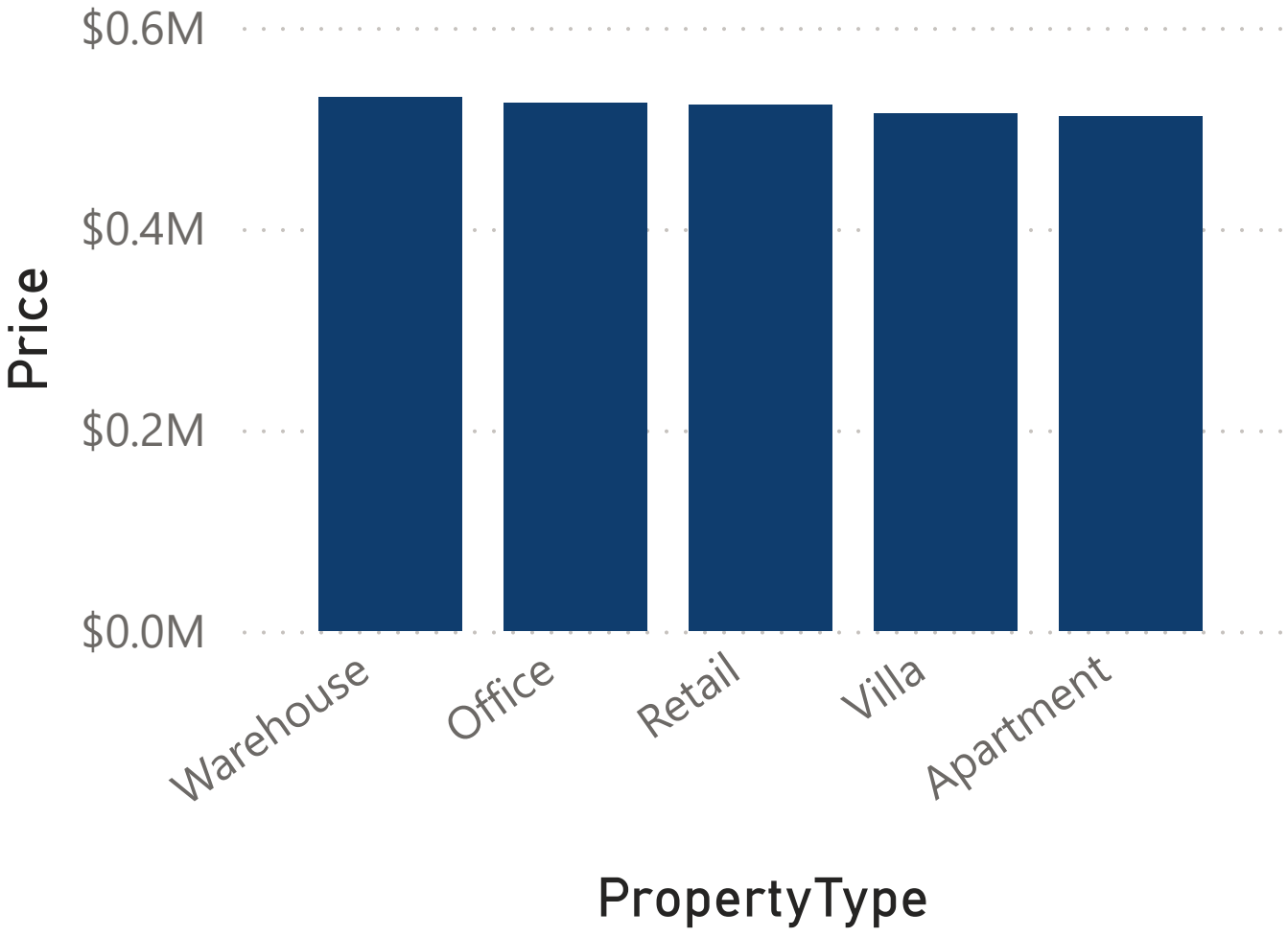
Property Sales & Demand

Filter

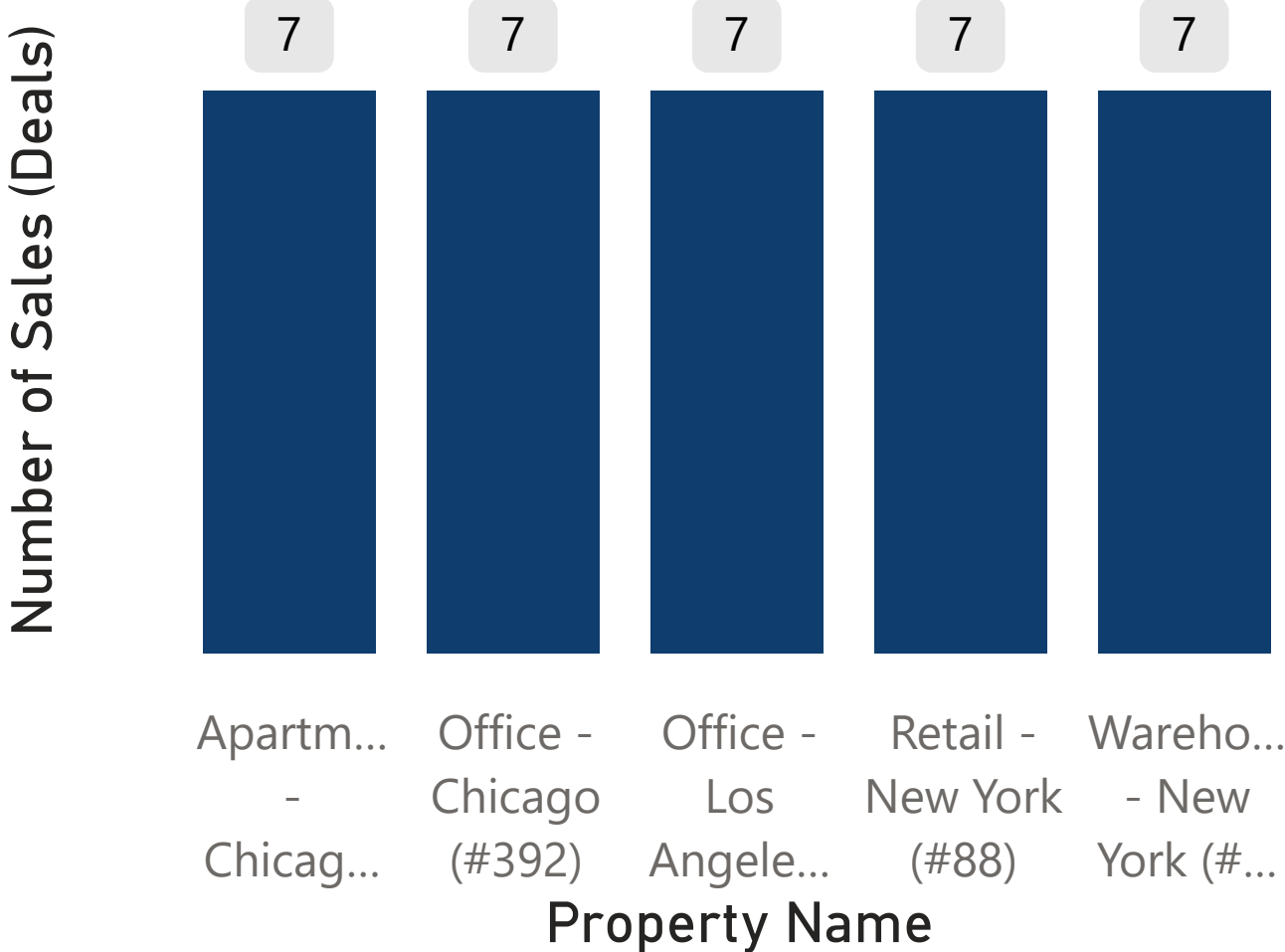
Top 5 Most Expensive Properties



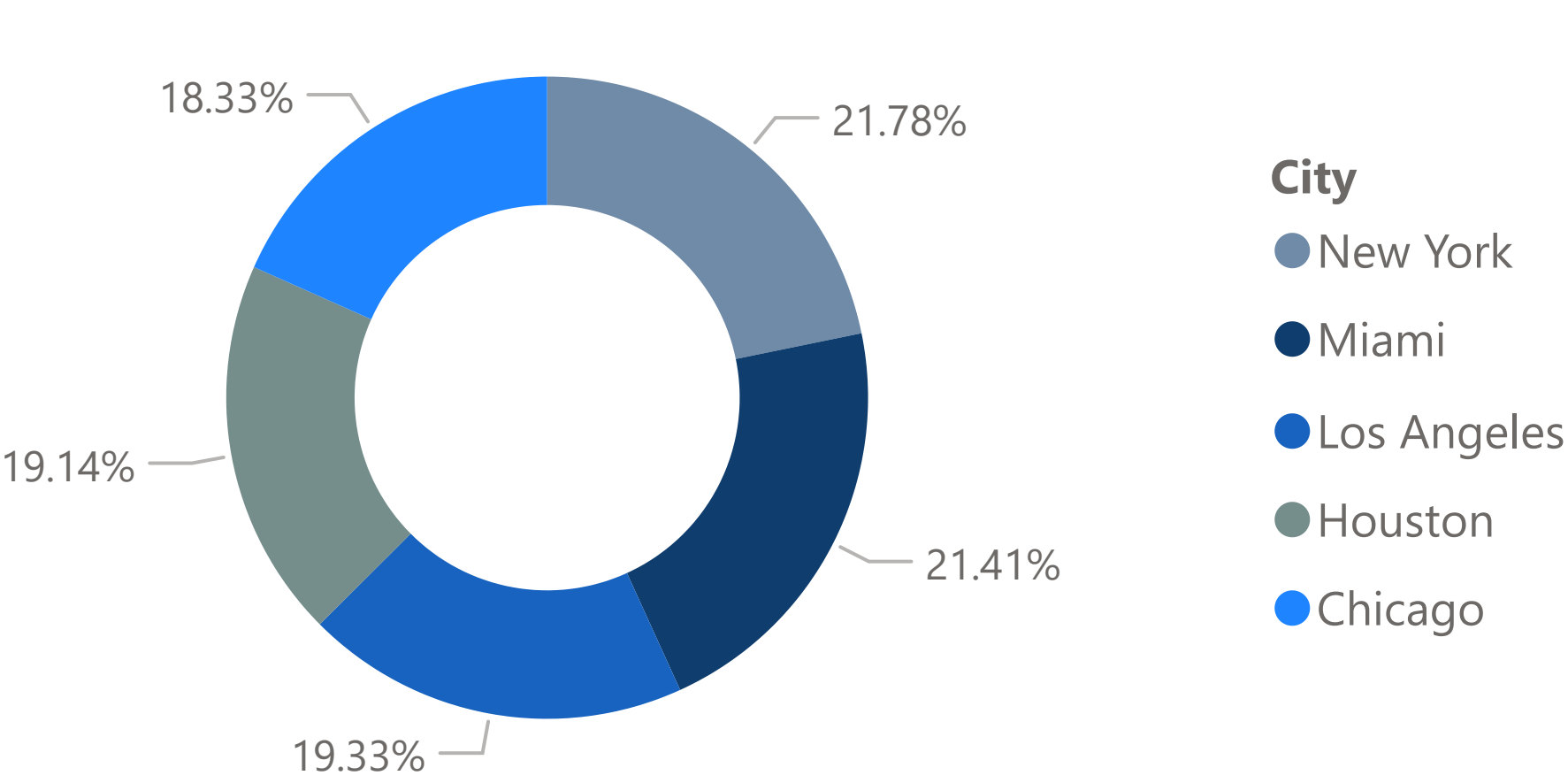
Avg Price by Property Type



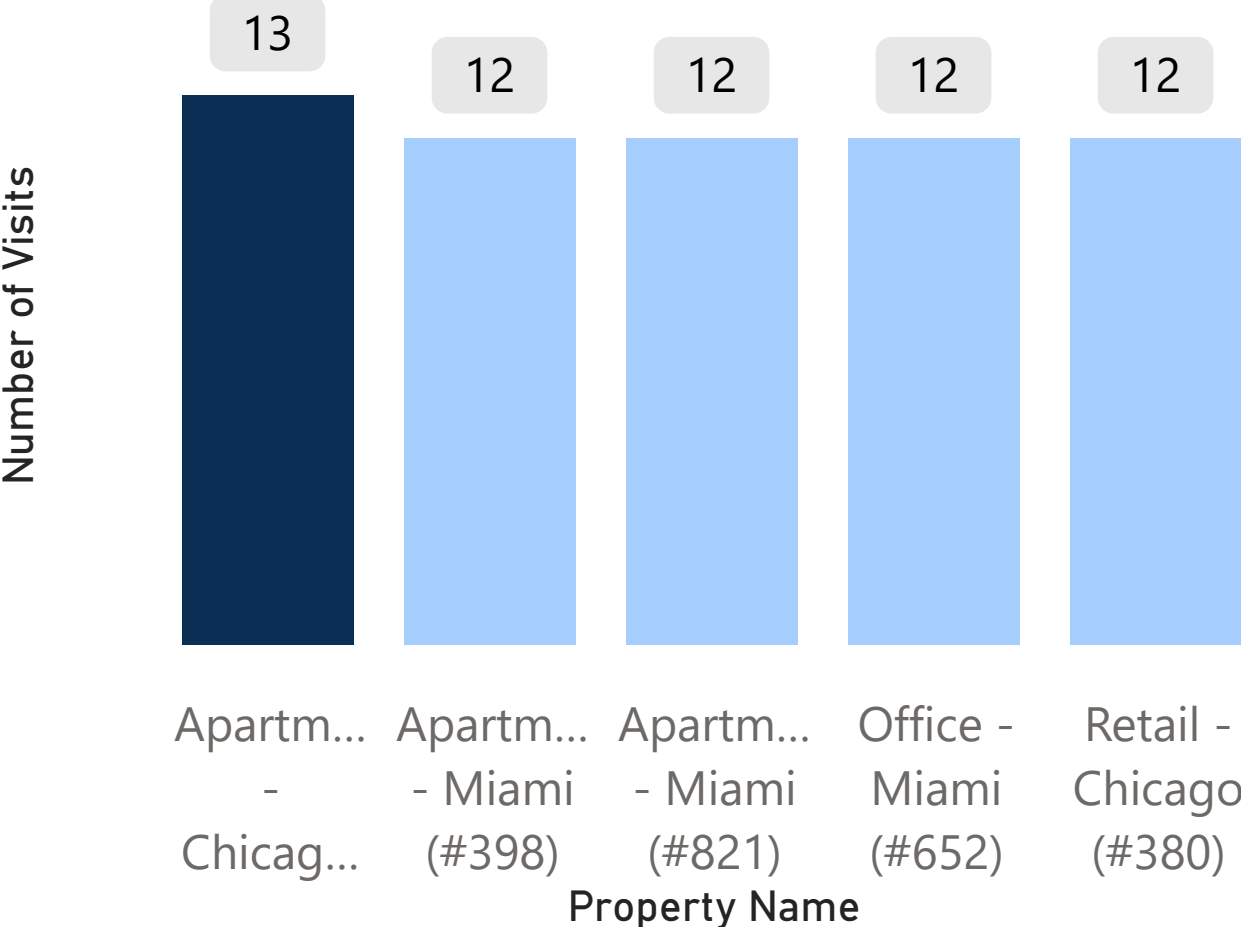
Top 5 Most Sold Properties



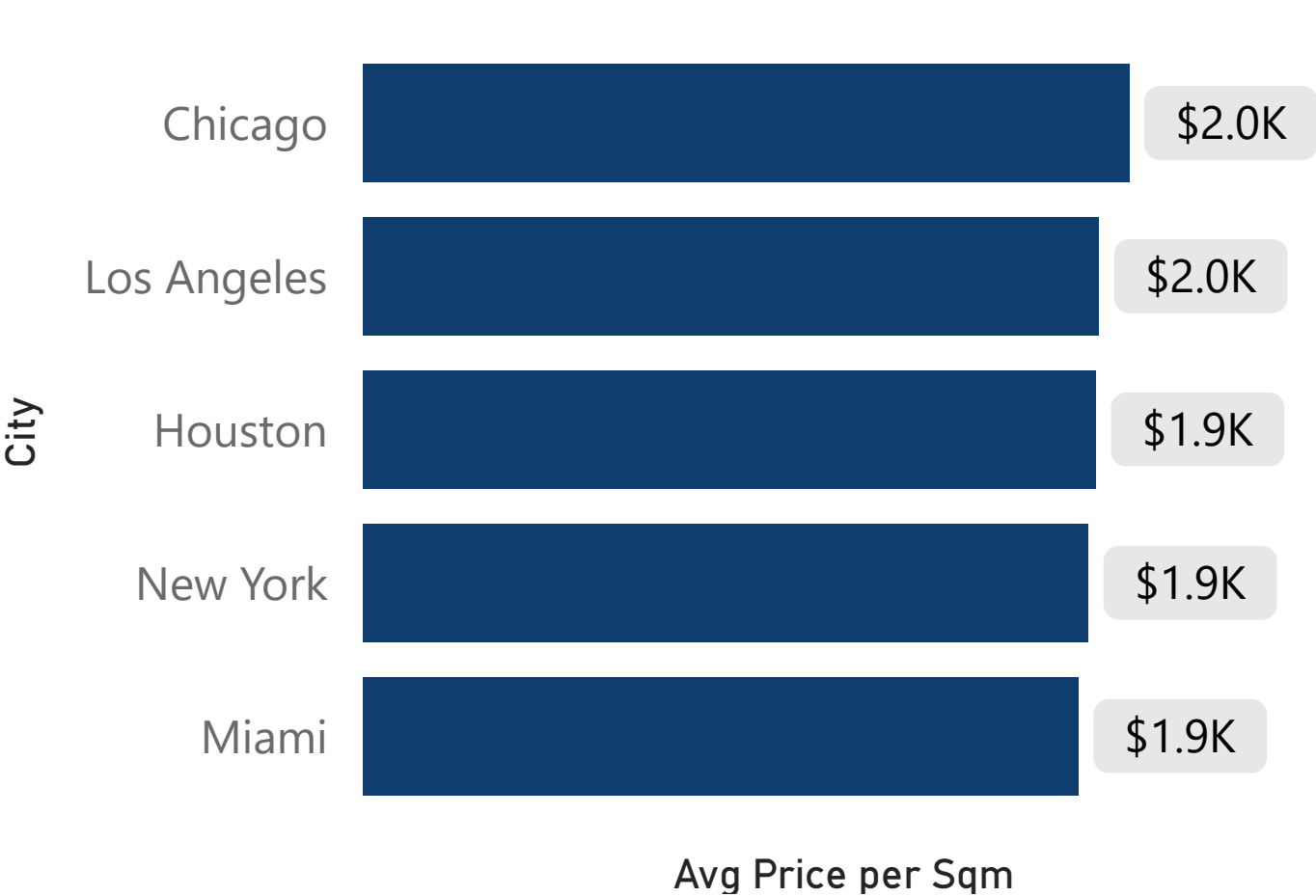
Sales Distribution by City



Number of Visits per Property (Top 5)



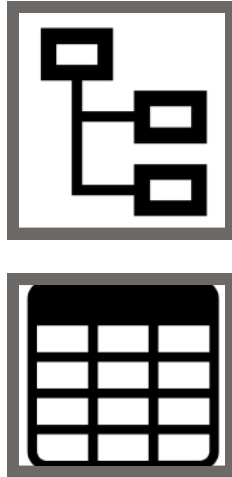
Average Price per SQM by City





Property Sales Drivers

Filter



Property Name	PropertyType	City	Size	Number of Sales	Total Sales	Average of Sale
Villa - Miami (#424)	Villa	Miami	166	6	\$6,849,074	\$1,141,512
Apartment - Miami (#567)	Apartment	Miami	327	6	\$6,072,889	\$1,012,148
Retail - Houston (#867)	Retail	Houston	225	5	\$5,427,562	\$1,085
Apartment - Chicago (#321)	Apartment	Chicago	119	5	\$5,418,537	\$1,083
Apartment - Chicago (#954)	Apartment	Chicago	234	7	\$5,387,048	\$769,578
Office - Los Angeles (#19)	Office	Los Angeles	394	7	\$5,183,565	\$740,509
Retail - Houston (#77)	Retail	Houston	453	5	\$5,071,933	\$1,014
Warehouse - New York (#373)	Warehouse	New York	252	7	\$5,053,476	\$721,925
Retail - Miami (#12)	Retail	Miami	189	5	\$4,867,272	\$973
Villa - Houston (#562)	Villa	Houston	302	5	\$4,831,373	\$966
Retail - Los Angeles (#471)	Retail	Los Angeles	302	5	\$4,796,296	\$959
Villa - Miami (#94)	Villa	Miami	62	5	\$4,776,167	\$955
Office - Miami (#234)	Office	Miami	227	4	\$4,714,703	\$1,178,6
Retail - New York (#88)	Retail	New York	253	7	\$4,685,094	\$669,299
Retail - New York (#765)	Retail	New York	418	5	\$4,526,646	\$905
Office - Los Angeles (#378)	Office	Los Angeles	219	4	\$4,511,582	\$1,127
Retail - Houston (#65)	Retail	Houston	139	6	\$4,464,628	\$744,104