

CASE STUDY

Property Management Analytics Dashboard

Centralizing revenue, property performance & client intelligence
for smarter real estate decisions

Revenue Analytics

Property KPIs

Client Insights

Sales Tracking



THE CLIENT

Property Management Company



A property management company seeking to optimize property performance, track rental revenue, manage expenses, and gain better visibility into sales and client portfolios across multiple properties and locations.

Industry: Real Estate / Prop. Mgmt.

Scope: Multi-property, Multi-location

Focus: Revenue & Performance Analytics

THE CHALLENGE

Fragmented Data. Limited Visibility.



Spreadsheet-based tracking of revenue, expenses & property sales



Fragmented reports causing delayed and inconsistent data



No centralized view of property performance across locations



Difficulty identifying high-value assets and profitable regions



Limited ability to track customer segments and top clients

THE SOLUTION

An Interactive Property Management Dashboard

A centralized intelligence platform transforming raw property data into actionable insights.



Revenue KPIs

Income, expense & property performance metrics at a glance



Monthly Trend Analysis

Revenue trajectory visualized across all months



Sales Channel Revenue

Direct, Broker & Online channel performance split



Property Type Revenue

Apartment, Condo, Single Family & Townhouse breakdown



Country-wise Distribution

Regional revenue maps across geographies



Top Client Analysis

High-value clients and revenue contribution tracking

What the Dashboard Measures

01

Revenue, Income, Expense & Property KPIs

02

Monthly Revenue Trend Analysis

03

Revenue by Sales Channel (Direct, Broker, Online)

04

Revenue by Property Type (Apartment, Condo, etc.)

05

Country-wise Revenue Distribution

06

Property-wise Sales Summary

07

Payment Status Tracking

08

Most Expensive Property Analysis

09

Top Clients & Revenue Contribution Analysis

10

Year-wise Performance & Occupation Segmentation

What Changed for the Organization



Performance Visibility

Improved real-time visibility into property and revenue performance across all assets



High-Value Identification

Faster identification of high-value properties, top-performing locations, and key clients



Sales Channel Tracking

Better tracking of Direct, Broker & Online channel effectiveness and payment status



Regional Analysis

Enhanced country-level and regional revenue analysis for geographic strategy



Decision-Making

Streamlined decisions through centralized reporting — no more spreadsheet silos



Operational Efficiency

Increased operational efficiency with data-driven insights from one platform

THE RESULTS

From Data Chaos to Decision Intelligence

The dashboard transformed property management data into actionable insights, enabling management teams to monitor revenue trends, analyze property performance, track customer portfolios, and optimize business growth from a single centralized platform.



Revenue

Monitoring

Centralized



Property

Performance

Centralized



Customer

Portfolio

Centralized



Business

Growth

Centralized

One Platform. All Insights. Smarter Decisions.