

Loft47 Inc. Case Study

A real estate brokerage dashboard!

At a glance

Brokerage tracking dashboard built using Google BigQuery & Data Studio. 320+ real estate agencies spanning more than 6000+ agents are going to be benefitted.

Key metrics

Tracking GCI (Gross Commission Income) across real estate agents and the brokerage. Providing volume and sales income details to the company.



\$80B+

transactions visualised



6000+

agents benefitted



Data Studio Labs™



Data Analytics



www.datastudiolabs.com



Delaware, United States

CHALLENGES



- Building a responsive Google Data Studio dashboard to be used by around 6000 people.
- Building an end-to-end data pipeline between PostgreSQL & BigQuery to ensure fast rendering of data on the dashboards.

SOLUTIONS



Multi-page personalised dashboards for real estate agents + an overall dashboard for the agency with a leaderboard to benchmark the performance of agents and their goals.



**Insightful
Dashboard**



**Extremely
Fast**



**Personalised
Logins**

BENEFITS



1

Data Visualization

Single source of truth of the entire brokerage covering key metrics like, GCI(Gross Commission Income) & Referral Income.

2

Data Rendering

Google Data Studio when combined with Google BigQuery BI Engine the rendering becomes really fast and powerful.

3

Personalization

Personalized Login giving agents an overview on where they are standing.