

# North Group Case Study

A real estate brokerage dashboard!

## At a glance

North Group is a leading real estate broker in Canada we built them a solution using Google Data Studio and BigQuery to synchronize their daily brokerage data from Google Sheets.

## Key metrics

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



**\$2.5M+**

transactions visualized



**20+**

agents benefitted



Data Studio Labs™



Data Analytics



[www.datastudiolabs.com](http://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



### Data Visualization

1

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

### Data Rendering

2

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

### Personalization

3

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