BrokerBay: Showing Insights Product Documentation

Overview

There will be a new sub-tab under the Analytics tab in the left navigation bar called **Market Insight**. This tab will take users to our new analytics product - **Showing Insights**. The purpose of the showing insights dashboard is to provide visibility into the dynamic between prices and confirmed showings. A primary use case of this product is to allow listing agents to understand how to better price their sellers' property to attract more showings. The showing data is organized by listing price bin (i.e. categorizations of listings based on their listing prices).

There are four main components to this product, which include the following:

1. Filters
2. A bar graph plotting the relationship between listing price and showings confirmed
3. A table breaking down the showing data in each price bin even further
4. Export functionality

Filters

The following filters allow the user to account only for the kinds of listings they desire and they're able to do this with incredible granularity. The filters include:

1. **County**
    a. Default value(s): all
2. **City**
    a. The cities that appear in the city filter depends on the county or counties chosen
    b. Default value(s): all
3. **Zip Code**
    a. This filter does not depend on the other area filters (i.e. all ZIP codes will be always present)
    b. Default value(s): all
4. **Property Type**
    a. Default value(s): Residential
5. **Property Subtype:**
    a. The subtypes that appear in the subtype filter depends on the property type(s) chosen
    b. Default value(s): all
6. **Number of Bedrooms**
    a. Default range: 0 – 20
7. **Listing Price Increment**
    a. This filter allows users to set the increment for grouping listing prices into bins
    b. The minimum increment is $1,000

      c. Default value(s): $5000

8. **Listing Price Range**
      a. Default range: $200,000 - $300,000
9. **Listing Date**
      a. The ending date defaults to today's date (i.e. users cannot see data for listings with future listing dates)
      b. Default range: Ten years ago - Today's date

County	City	ZIP Code
(All)	(All)	(All)

Property Type	Property Subtype	Bedrooms
Residential	(All)	0 20

Listing Price Increment	Listing Price Range	Listing Date
$5,000	$1,500,000 $2,000,000	11/22/2022 11/22/2023
*Minimum increment of $1,000		

Bar Graph

The bar graph within the dashboard illustrates the dynamic between listing price and the average number of showings confirmed per listing. On the x-axis, there are price bins (grouped based on selected price increment). On the y-axis, the average number of confirmed showings per listing is displayed.

In the event of absent price bins in the graph, this is an indication that there weren't any listings that met all the criteria that the user selected (via the filters).
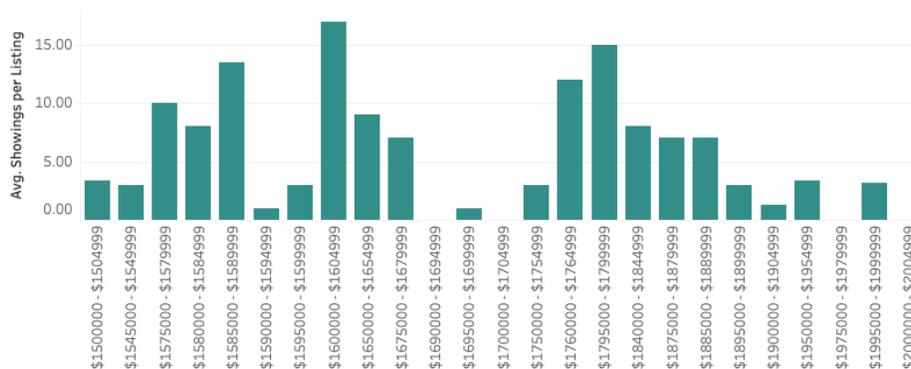
*In the event of an absent bin, it signifies the absence of listings that meet the selected criteria.

Showing Activity Table

The table beneath the bar graph further breaks down confirmed showing data to allow for further analysis. The table has 5 columns.

1. **Price Bin**
   a. Ranges of listing prices based on selected price increment
2. **Total Showings Confirmed**
   a. Sum of confirmed showings within each price bin
3. **% of Total Showings Confirmed**
   a. Percentage contribution of total showings in each price bin to the total showings in the table
4. **Average Showings Confirmed per Listing**
   a. Mean number of showings confirmed per listing within each price bin
5. **Number of Listings**
   a. Count of listings falling within each price bin

Showing Activity Breakdown

Listing Price Bin	Total Showings Confirmed	% of Total Showings Confirmed	Avg. Showings Confirmed Per Listing	Number of Listings
$1500000 - $1504999	27	11.34%	3.38	8
$1545000 - $1549999	3	1.26%	3.00	1
$1575000 - $1579999	20	8.40%	10.00	2
$1580000 - $1584999	8	3.36%	8.00	1

Export

Once the user has studied the numbers, they have the ability to export their findings in a PDF document. By selecting the download button at the top of the page (beside the title / header), users will see a dialog box that allows them to specify how they would like the PDF to appear (recommended scaling is 2 pages high with everything else remaining the same).
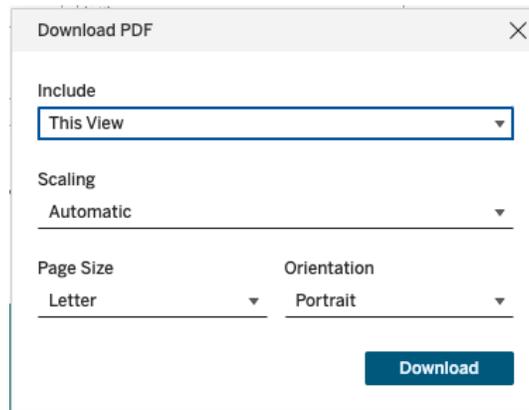
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