



Managed Analytics For A Top Real Estate Firm Improves Occupancy Rates By 10%



ABOUT CLIENT

Founded in 2005, our client is a renowned property management firm in London, managing an expansive portfolio of residential and commercial properties in the United Kingdom. Renowned for its commitment to excellence and trust, as of the latest update, the firm has successfully managed 2,000+ properties, further expanding its reach and influence in the property management sector.

PROBLEM STATEMENT

The company faced hurdles in optimizing property management processes, grappling with internal operations, and evolving customer demands.

- **Data Silos:** Isolated data silos, storing information in incompatible systems, hinder consolidation, trend identification, and predicting market movements.
- **Robust Analytics Framework:** Lack of a structured analytics framework limits tracking market data (volatility rates, economic indicators, regulatory changes, customer inquiries), impeding informed business decisions for investors.
- **Untargeted Marketing Strategies:** In a recent broad-audience campaign, the client struggled to adapt marketing, pricing, and sales processes based on customer behavior and market trends.
- **Overhead Costs:** Inefficient supply chains, stemming from challenges in predicting material needs, managing inventory, and identifying cost-saving opportunities, impact project timelines and quarterly budgets.

SOLUTIONS

Following a thorough analysis of the challenges faced by the client, our real estate analytics team recommended and executed end-to-end managed analytics and Power BI solutions:

Custom Power BI Dashboard: Implemented tailored Power BI finance and sales analytics dashboards for immediate access to crucial insights on market trends, target group preferences, property values, and potential risks.

Property Portfolio Analytics: Established an advanced managed real estate analytics framework, providing a quick understanding of property portfolios. This enabled stakeholders to analyze residential real estate data, construction project analytics, and market intelligence, facilitating trend identification, risk assessment, and capitalization on growth.

Data Warehouse Setup: Implemented a centralized data warehouse to ensure a unified view of real estate data. Our scalable frameworks remain flexible, accommodating new sources and evolving analytical requirements as the data grows.



Industry

Real Estate



Products used

Managed Analytics, Power BI, and Data Warehousing



Functionality Enable

Data science



Impact

24%

Improvement in marketing effectiveness

35%

Reduction in supply chain-related overhead costs.

Better Team Collaboration

10%

Boost in occupancy rates

15%

Improvement in project timelines

Enhanced Investor Confidence



pro tip

Leverage your Managed Analytics + Power BI stack to transform raw data into hyper-targeted, location-specific real estate insights that drive investment decisions and outperform the market.



Take the next step

Make Data-Driven Decisions for Smart Real Estate Investments, [Get in Touch!](#)