2021
14,704

2020
13,957

2019
12,930

HOW USING DATA DROVE THE BUSINESS OF A MULTINATIONAL REAL ESTATE COMPANY

BRQ

Client

This client handles only rentals in the United States because **77% of the US population** prefers to rent a house instead of building their own home.

The real estate market in the US was estimated at **USD 3.81 trillion** with more than **2 million real estate agents** in the country.

20 apartment buildings with **2,000 apartments**. More than **400 employees**.

Real estate prices have **increased 40%** since 2020.

In 2021 the customer sold more than **R$ 8 billion** in enterprises in Latin America, expanding by more than 8% over 2020, with a **profit of $180 million**, the highest in the company's history.

Sales of two complexes in **Florida** brought in close to **R$ 370 million**.

The client has a presence in the US states of **Florida, Georgia** and **Texas**.

Business Challenge

MULTIFACTORIAL ANALYSIS IN ONE PLACE: DIAGNOSTICS FOR LOCATION, MARKET VALUE, SAFETY, POPULATION GROWTH, ETC.

AVOID ERRORS AND BE MORE OBJECTIVE IN THE PROCESS OF EVALUATING PLOTS OF LAND TO BE ACQUIRED

IMPROVE AND STANDARDIZE THE LAND SELECTION METHOD

IMPROVE USE OF PRIMARY AND SECONDARY SOURCES

Case Study – Data Analytics

Technical Challenge

UNDERSTANDING WHICH ANALYSES ARE NEEDED WHEN PURCHASING A PLOT OF LAND AND THE RELEVANCE OF EACH ANALYSIS FOR THE PURCHASING DECISION

STANDARDIZATION OF PROCESSES AND DATA CONTEXT: ALL PLOTS MUST BE EVALUATED IN THE SAME WAY

AN EXCELLENT DATA GOVERNANCE MODEL, ENSURING EVERYTHING IS TRUE, ACCURATE AND PRIVATE

20 PRIMARY AND SECONDARY DATA SOURCES WERE EVALUATED

THE INTERNAL DATA AND THE CLIENT'S STRATEGY WERE MODELED AND UPDATED ACCORDING TO WHAT IS USED IN THE MARKET

A STATISTICAL MODEL WAS DEVELOPED SO EACH PLOT OF LAND WOULD HAVE A SCORE BASED ON 15 VARIABLES

SCORES AND STRATEGIC KPIS CAN BE EASILY READ AND ANALYZED THROUGH THE POWER BI DASHBOARD, WHICH IS ACCESSIBLE TO EVERYONE IN THE COMPANY. DECISION MAKING IS THEREFORE MORE STREAMLINED AND ACCURATE

Impact and Results

1 **Standardized land evaluation through the dashboard**

2 **Dynamic reports sent to C-suite**

3 **Plots with the highest scores are prioritized for decision-making**

4 **The real estate team makes decisions based on objective criteria, rather than guesswork and the realtor's gut feeling**

5 **The decision to build takes 3 to 5 years because all the data in the multifactor analysis must be done, raw materials and labor analysis. Having all this data in a single place with the history of evaluations of other plots allows purchasing decisions to be made more objectively in less time**

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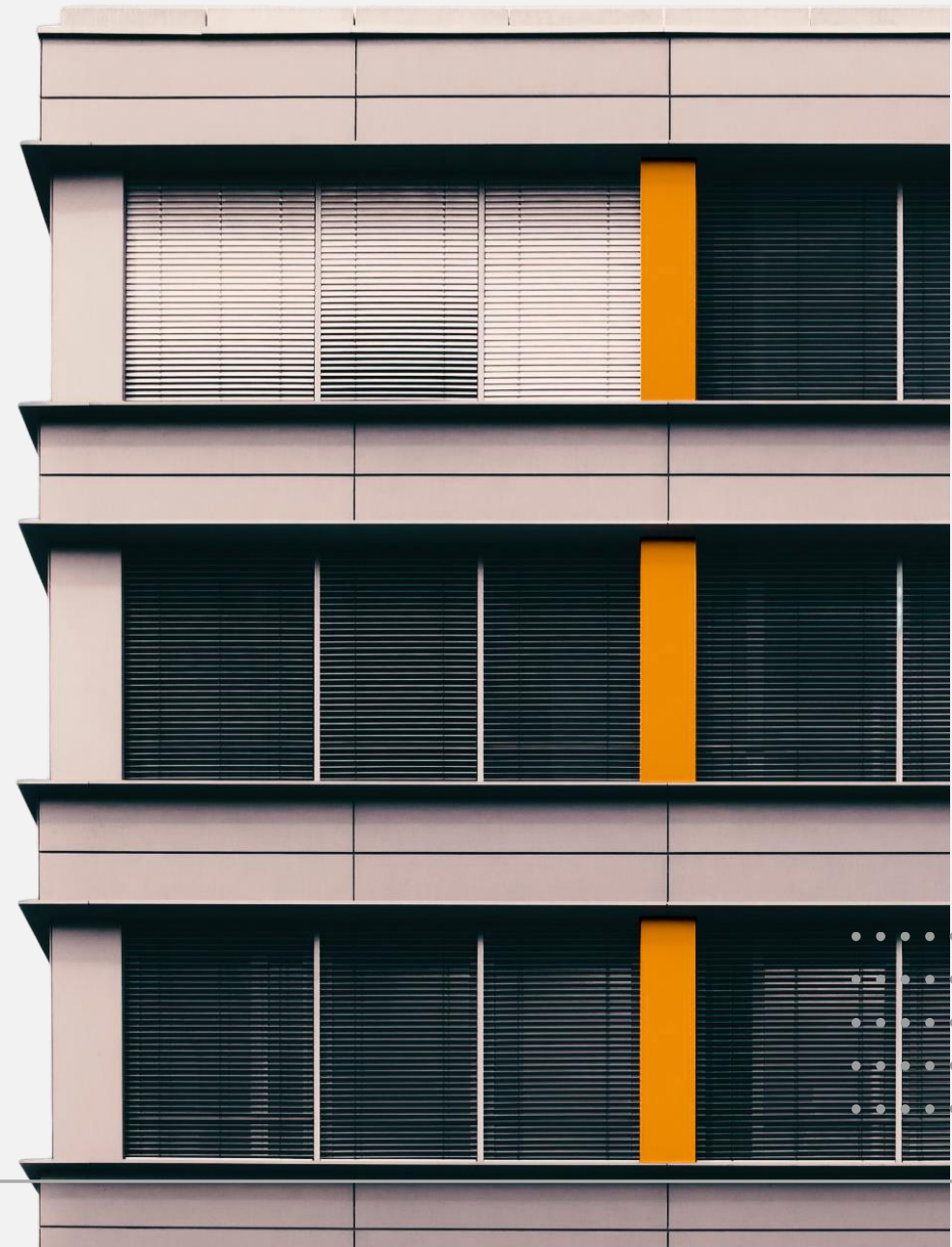
FACING A SIMILAR CHALLENGE? CHAT WITH ONE OF OUR SPECIALISTS

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