

# CONQUERING THE DATA MOUNTAIN

BIG DATA ANALYTICS AND HOW ENVIRONMENTAL FACTORS AFFECT THE ANALYSIS

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# 1.

## **THE DATA MOUNTAIN**

Challenge or Opportunity?

**If one byte of data equalled to a sprinkle of dirt, we create enough data per day to turn that sprinkle to a mountain the size of Mount Everest**



## THE DATA CHALLENGE

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Organizations today encounter and collect data at exponential rates. Both in structured and unstructured form

**HOW ARE WE STORING THE DATA WE COLLECT?**

**CAN WE RETRIEVE THIS DATA WHEN WE NEED TO?**



MyProperty Data provides our users with actionable insights through analytics, research and valuation models by tracking transactions, auctions, listings, rentals, demographics and geolocation

**6,500,000 +**  
Rows of Data

**195,000,000 +**  
Data Points

## THE DATA GROUPING

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### MISSION CRITICAL DATA

- » Critical to continued operational success of the business
- » Must be protected and actively managed

### REDUNDANT/TRIVIAL DATA

- » Repetitive or outdated
- » Little or no utility to the operational success of the business

### DARK DATA

- » May contain Mission Critical OR Redundant Data
- » Value of Data not yet known



Data mountains are not negative in nature. However, only when properly managed will the mission critical data be protected and waste reduced to a minimum



## LEAPING INTO OPPORTUNITY ?

**25%**

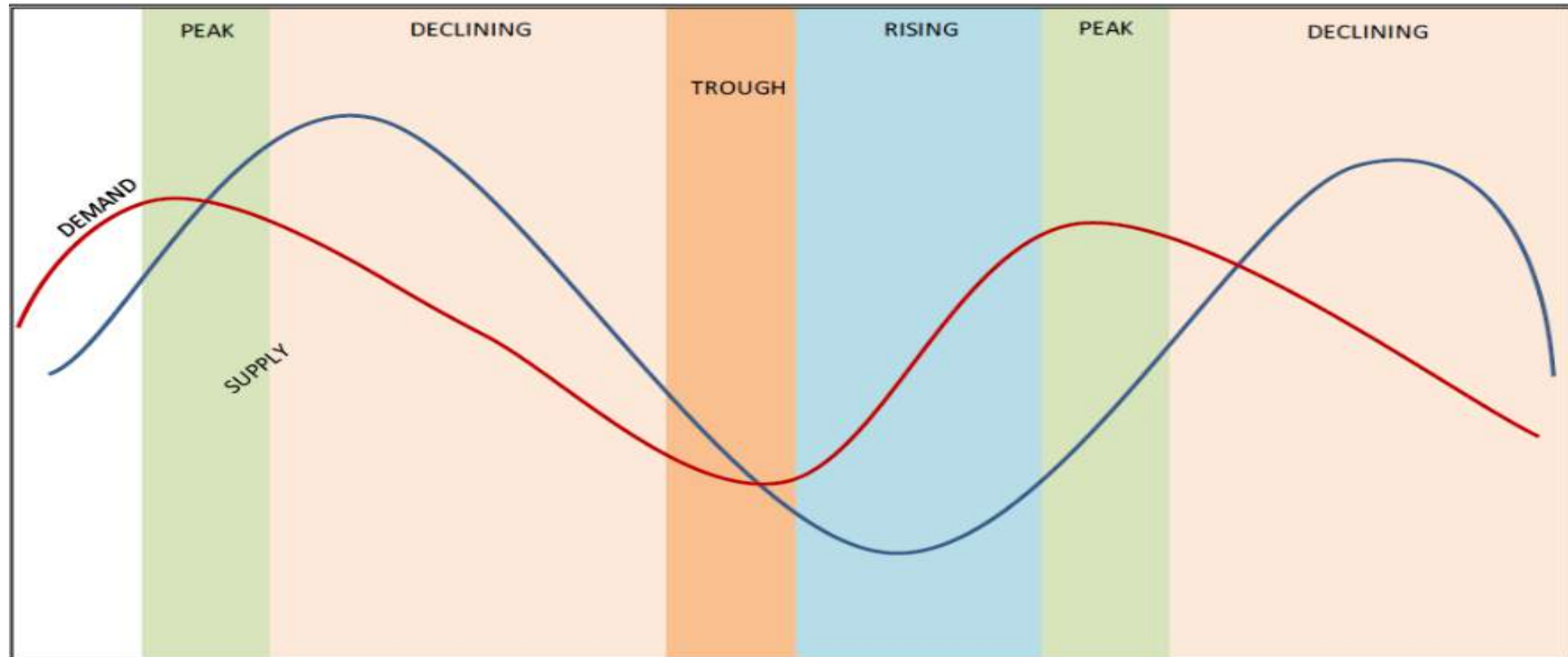
OF DATA  
HAS ANALYTICAL  
VALUE

**3%**

OF DATA  
HAS BEEN  
ANALYSED



# REAL ESTATE MARKETS ARE CYCLICAL, NOT LINEAR



## THE DATA OPPORTUNITY

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Discover and Identify  
Inefficiencies, gaps and  
opportunities

**CAN WE PREDICT WHEN  
DEMAND WILL PEAK?**

**CAN WE STREAMLINE HOW  
WE DEVELOP?**

# 2.

## **PREPARING FOR BIG DATA**

Making sense of your Data Mountain

### THE 5 V's OF BIG DATA

To make sense of your data mountain and begin the process to compile and group

» **VELOCITY**

» **VOLUME**

» **VALUE**

» **VARIETY**

» **VERACITY**

## THE DATA 5 V's

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### VELOCITY



Speed at which vast amounts of data are being generated, collected and analysed.

### VOLUME



Amounts of data generated each second from various sources (ie. social media, client interactions etc.).

### VALUE



Worth of data being extracted through a cost benefit analysis of the data being collated and extrapolated.

### VARIETY



Types of useable data (ie. structured and unstructured data).

### VERACITY



Quality or trustworthiness of the data. The accuracy of the data may dictate utility of the data.

An aerial photograph of a large residential estate, likely a housing development, featuring rows of terraced houses with various roof colors (grey, red, orange). The estate is surrounded by greenery and includes a swimming pool and tennis courts. In the background, a city skyline with high-rise buildings is visible. A white text box is overlaid on the bottom left of the image.

**APPLICATION OF BIG DATA IN  
REAL ESTATE**

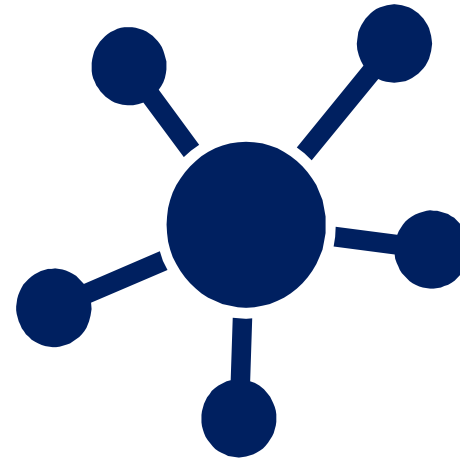
### RISK REDUCTION

Using predictive analytics, companies can analyse current market conditions and forecast potential fluctuations



### AI DRIVEN DECISION MAKING

Faster, more quantitative based decision making





### ENHANCED MARKETING STRATEGIES

Identify and reach your target market at the right time and place



### IMPROVED CUSTOMER ENGAGEMENT

Understand your customer better  
by understanding patterns and  
triggers.



# 3.

## **ENVIRONMENTAL FACTORS**

And the effects on the analysis



# PESTEL ANALYSIS

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## Political

Extent to which government and government policy impacts

## Economics

Extent to which the economy and its performance impacts

## Social

Extent to which social environment and trends impacts

## Technological

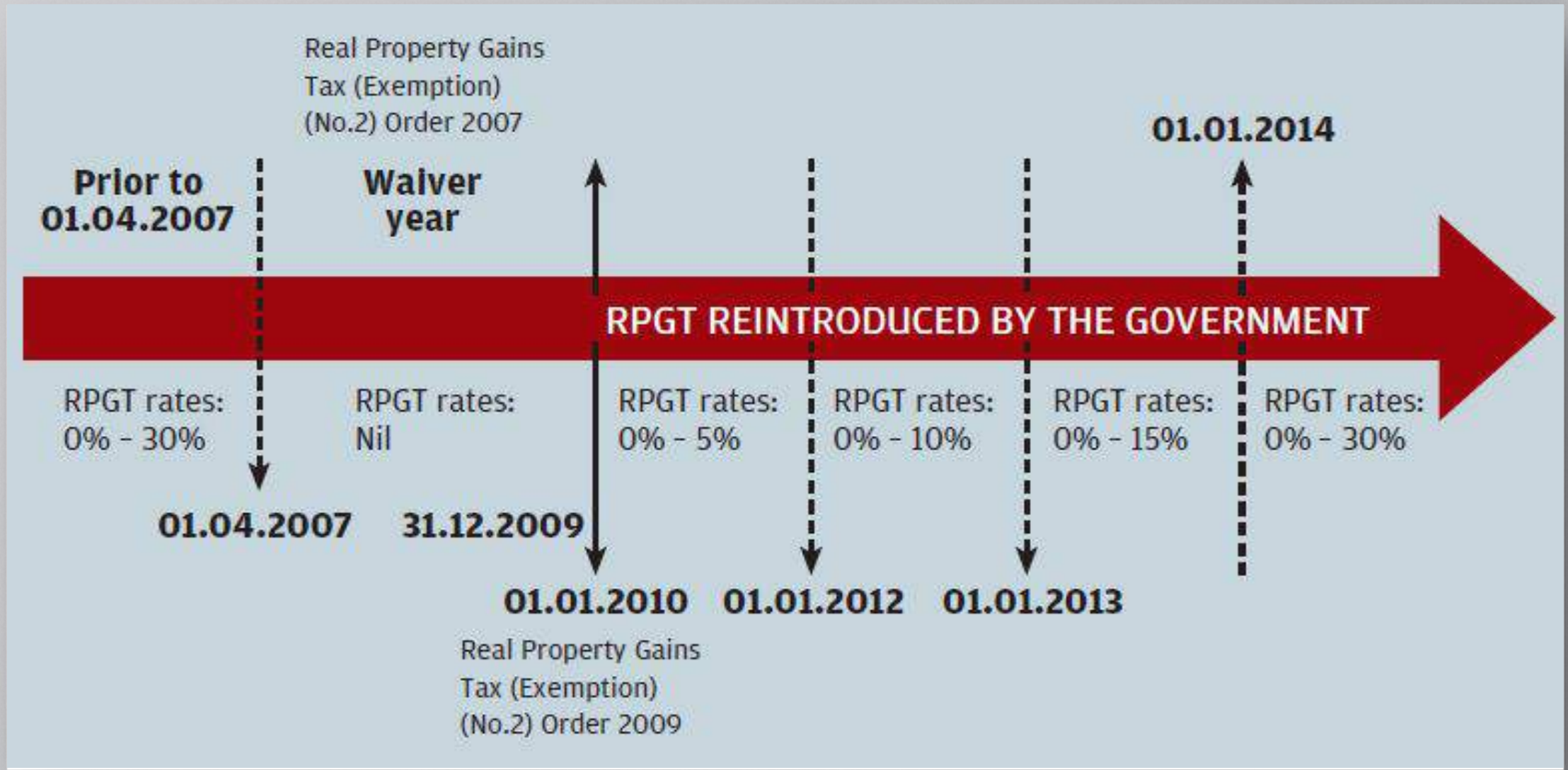
Extent to which technological innovation and development impacts

## Environmental

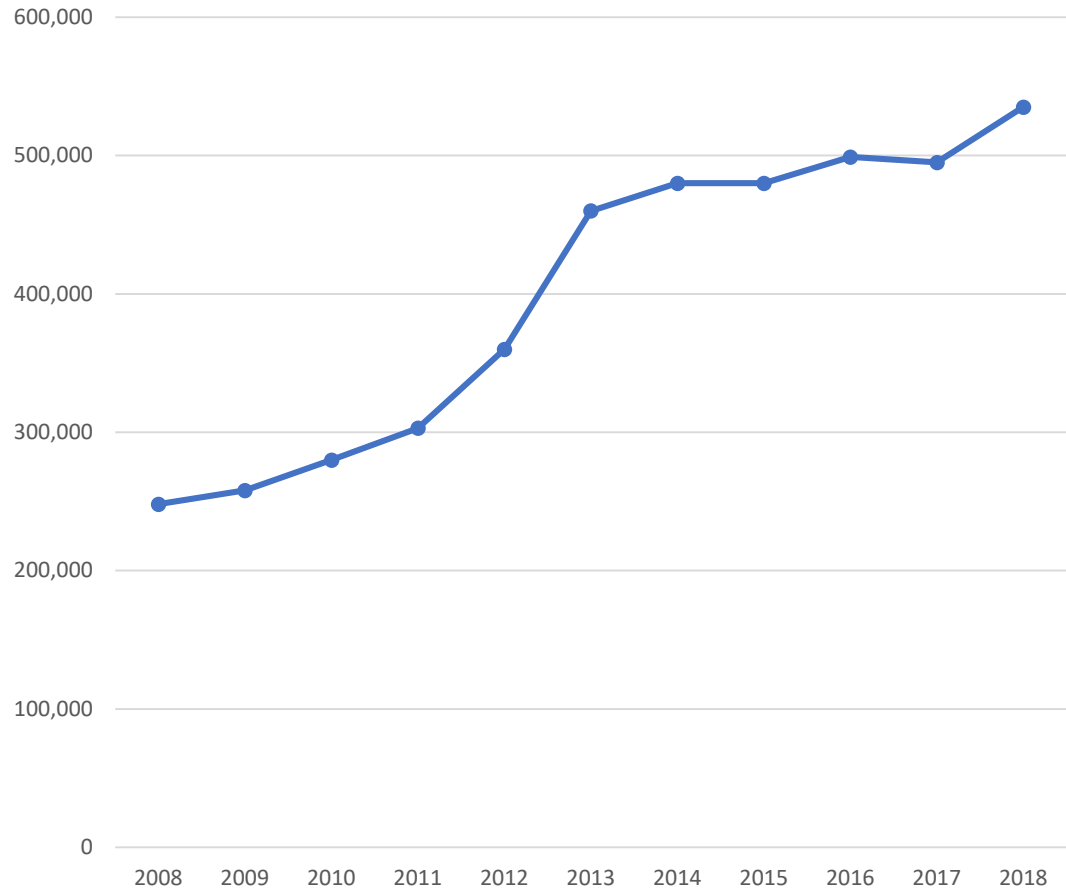
Extent to which the surrounding environment and ecology impacts

## Legal

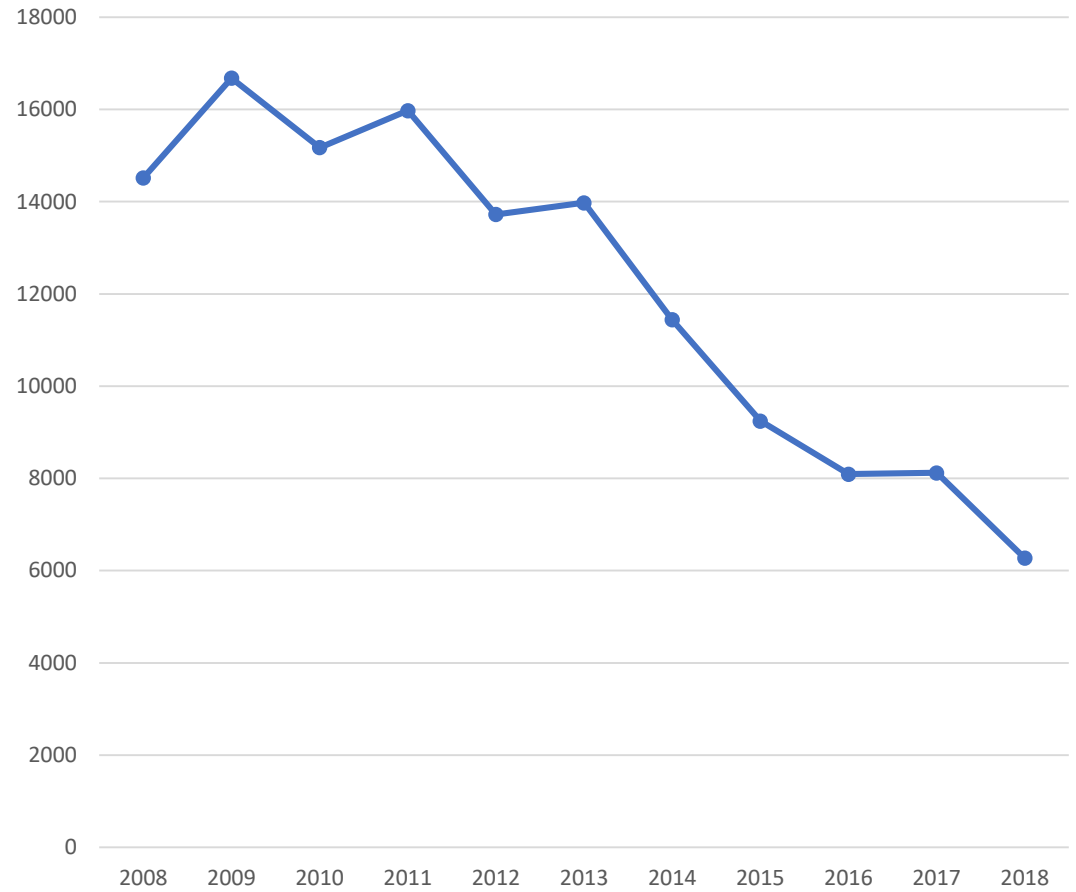
Extent to which legal implications and legislations impacts



### KUALA LUMPUR RESIDENTIAL MEDIAN PRICE GROWTH



### KUALA LUMPUR RESIDENTIAL TRANSACTION VOLUME



# THANK YOU

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