



Business Intelligence in the Real Estate Sector

Real Estate Technology Trilogy – Part 2

The real estate sector is large and complex. The data circulating within these organizations even more so. Even though this information is complex, this does not mean it should be left untouched. The data is quite often relevant for tax, audit, finance, marketing or human resources purposes. It contains useful information and represents missed opportunities when not interpreted fully or accurately. When used correctly, it steers efficiency-optimizing decisions that yield higher returns and lower costs. Take control of this data treasure within your organization and turn it into knowledge.

Asim Rislanin (Deloitte Business Process Solutions, 2020)

Consider the massive volume of information in your business that is collected on a daily basis. Let's take all real estate objects for example. One object has various parameters of information tied to it. Parameters include, but are not limited to the property address, property type, market value, gross and net rental price, energy label, square footage, tenants, and much more. Some data is variable, some data is not subject to much change. If you multiply this data by a couple of tens of thousands (or more) for the total number of properties in your administration you are left with a large dataset. This information is neatly stored and administered within your system. Now, what might you do with it?

Financial Administration

Gain insight into your financial administration without complex reporting configurations. Pull the data directly from your systems and visualize them in a dashboard. View your balance and cash flow statements fed into the dashboard through a live feed. Monitor your profit targets and always be up to date on what's happening in your business.

Powerful insights can come from combining different data sources. Connect your core business data with your financial data and use it to perform advanced scenario analysis and forecasting techniques.

Evaluate the well-performing real-estate properties with healthy cash flows and low costs. Analyze what the underlying reasons are based on location clustering, tenant profiles, property purpose or rental prices, to name a few. Use these valuable insights to spot new investment opportunities and enable ambitious growth targets, powered by business intelligence solutions.



Business Intelligence

This article is the third of a trilogy discussing Robotic Process Automation (RPA), Data Analytics (DA) and Business Intelligence (BI) in the Real Estate sector. This edition will focus on the benefits of Business Intelligence.

Tax Processes

Insight in your business data is very relevant for tax purposes. Understand country tax presence to be able to adhere to local rules and regulations. Visualize the compliance obligations for your properties and how the property value might affect your tax position. Easily filter data depending on the tax type and determine if there are any outstanding payment obligations or other tax liabilities to monitor.

Dive deeper into the data and evaluate the quality. Small deviations in property values or even addresses can quickly result in suboptimal business processes and potential exposure to unnecessary tax penalties. A dashboard in which you can view your data quality and completeness will help you rely on information from your own business.

This is only one of many opportunities for Business Intelligence in the real estate industry. View the other trilogy articles on Data Analytics and Robotic Process Automation (RPA) in the Real Estate sector on www.deloitte.nl/bps.

“Data visualization brings data to life, making you the master storyteller of the insights hidden within your numbers. Live dashboards, interactive reports, charts, graphs, and other visual representations help you unlock key business insight quickly and effectively.”

Microsoft

Get in touch with our experts

Contact Loes Bierenbroodspot (+316 558 534 88 or lbierenbroodspot@deloitte.nl) or explore more real estate opportunities on www.deloitte.nl/bps.