

**Tiger enabled a top real estate company to build a modern data management platform and improve function-wide performance**



Tiger Analytics helped conceptualize and design a modern data management platform for providing timely business insights about property sales, asset management, and more. It helped the client's Sales team understand which properties to focus on and offered performance insights to Asset managers. The solution also optimized marketing performance to unearth valuable information about potential customers.



# The Background

Headquartered in San Francisco, California, our client is one of the largest Real Estate Investment Trusts (REITs). They focus on acquiring, developing, leasing, and managing logistics facilities such as warehouses, distribution centers and fulfillment centers. They were using ad-hoc SQLs or Excel-based reporting directly from different source systems. Hence, they wanted data consistency and governance while streamlining their reporting process.

## Key Challenges

- ❖ **Blind spots in sales performance:** The inability to monitor sales performance became a big challenge, leading to missed business opportunities. Without visibility into these metrics, it was impossible to proactively address weak points or capitalize on strong areas.
- ❖ **Oversights in real-time conversion:** There was a lack of business-critical real-time data due to being unable to monitor the buyer conversion ratio. Hence, adjusting strategies in a market that demands agility was difficult.
- ❖ **Lack of navigational analytics:** There was no monitoring mechanism to assess customer activity on website navigations. It led to a loss of potential upselling or cross-selling opportunities.



# Our Solution



Tiger Analytics developed a four-step approach to implementing the right solution. The team started with **Democratizing Data**. It meant providing employees access to relevant data and analytics tools, empowering them to make data-driven decisions.

Then, the team created **Functional Data Marts**, recognizing the distinct needs of different business areas. It made sure that each department (Sales, Marketing, etc.) had access to customized datasets.

The third step involved considering **Scalability and Flexibility**. The objective was to help the data infrastructure evolve along with the client.

Finally, the fourth step involved the adoption of a best-fit **Cloud Infrastructure**, offering scalability, cost-effectiveness, and improved accessibility.

Through these steps, we positioned the client to leverage their data assets better and drive informed function-wide decision-making.



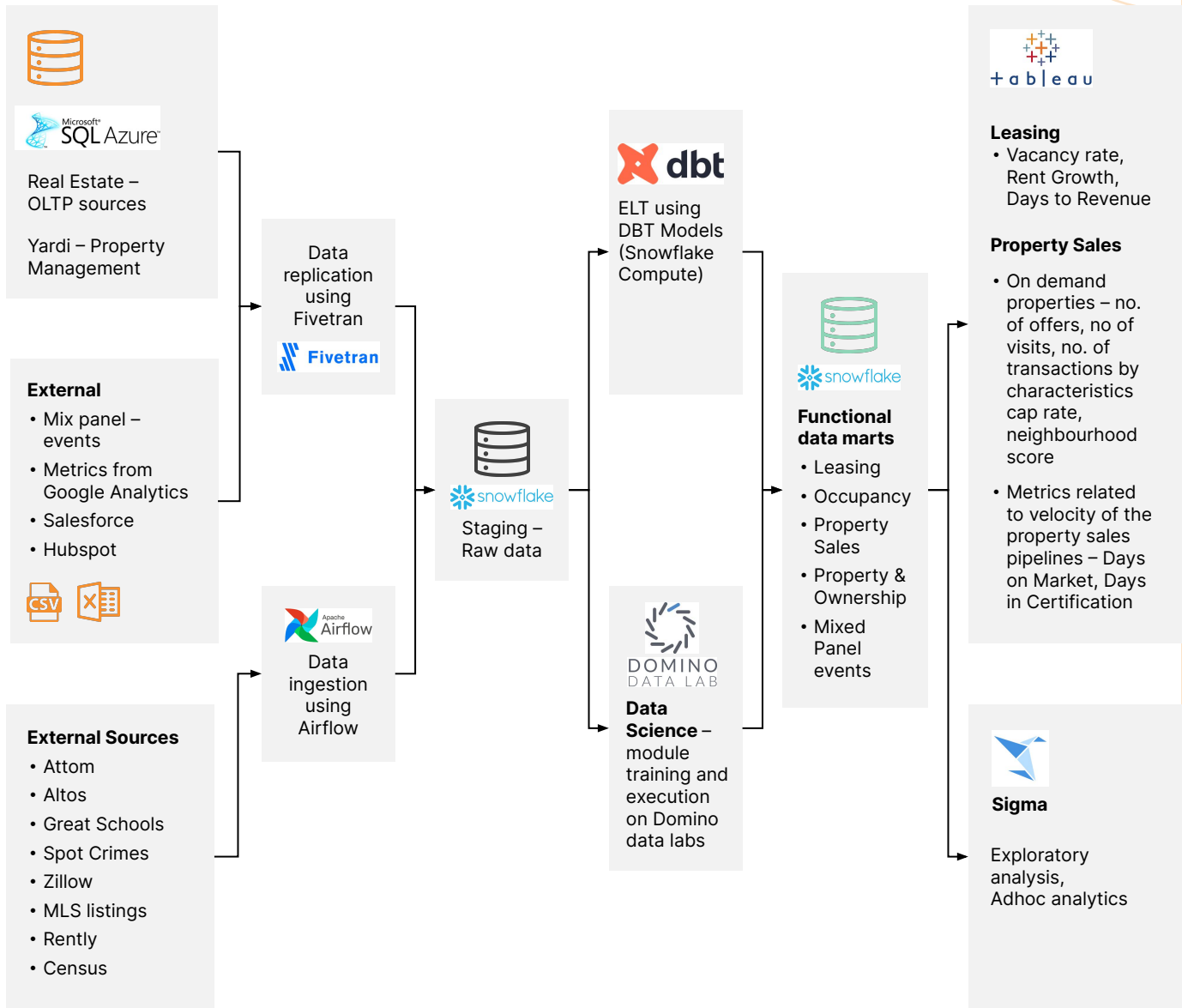
## Tech Stack

/ Azure

/ Snowflake

/ Tableau

# Solution Architecture



**Orchestration using Airflow**

# Value Delivered

## Timely insight delivery to the Sales team

**highlighted** which properties are actively in demand. Based on characteristics like cap rate and neighborhood score, this was crucial in re-prioritizing the inventory pipeline according to demand.

## Optimized Marketing performance provided

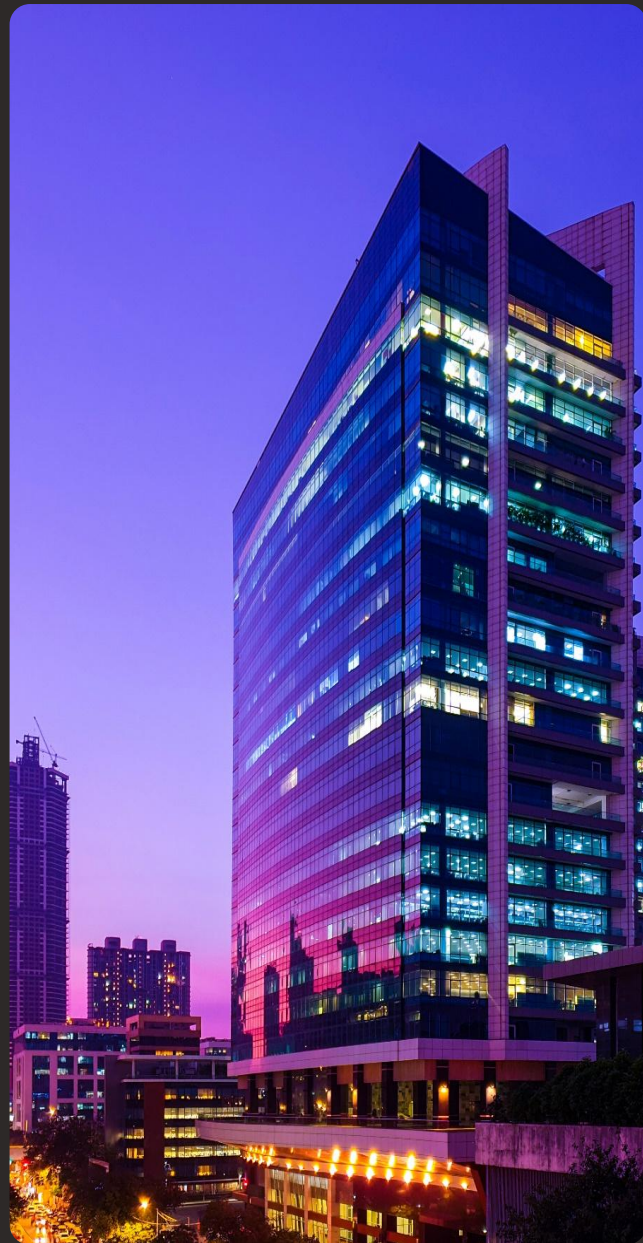
leads about potential customers. Tracking "web events" from the mix-panel clarified who would likely place an offer or make a transaction. It increased the retail sales of single-family homes.

## Insights about the performance of properties

(leased and managed) gave both market and fund owner-level summaries, which were vital for Asset managers.

## A universal property database, with

ownership details sourced from tax and deed records from the data aggregator "Attom," was delivered. It helped identify potential sellers and progressed property acquisitions for large fund owners.



# About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to **provide certainty to shape a better tomorrow.**

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.

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