

Opti-Num
Solutions



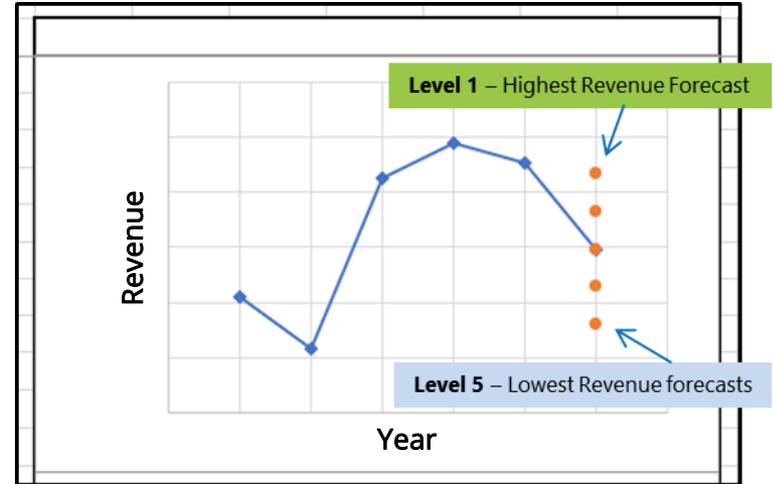
Proptech Customer Stories

**An Advanced Business Analytics
approach to various Proptech challenges**



I Customer Story: Key Performance Indicator Tool

- **The challenge**
 - Rapidly changing macro-economic environment introduced year on year volatility to business' key performance indicators (KPI) such as vacancy and rental income.
 - The client was unable to set attainable KPI targets.
- **What we did**
 - Built an interactive KPI dashboard that reports on current performance and forecasts future performance.
 - Quantify performance levels from 1 to 5 that align with possible market conditions informed by volatility captured in the forecast data.
- **The result**
 - Realistic and attainable KPI targets.



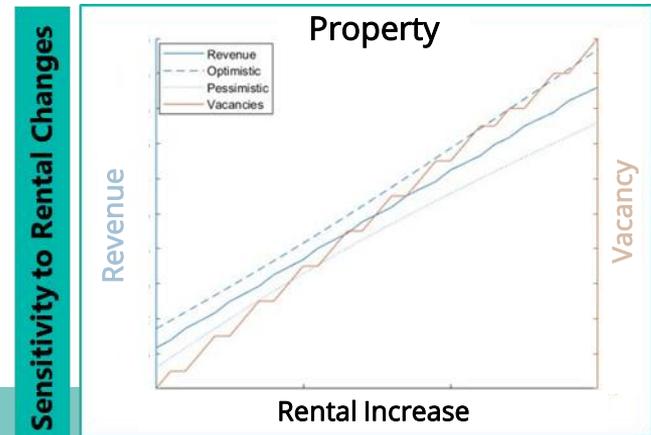
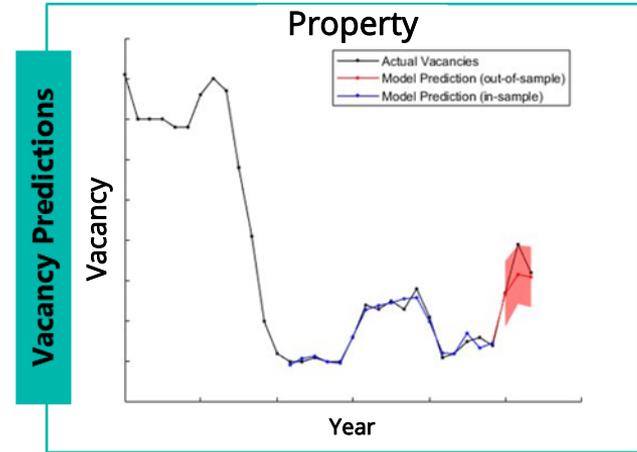
| Customer Story: Tenant Profitability Strategy

- **The challenge**
 - Highly competitive and saturated market.
 - Client wanted to build a rewards program that would reward and retain ideal tenants.
- **What we did**
 - Built an algorithm that calculates:
 - who is profitable, and
 - when and by how much are they profitable.
 - Define tenant behavior clusters within profitability groups.
- **The result**
 - Insights to inform how the rewards program should be structure in order to drive profitability.



I Customer Story: Optimal Pricing per Unit Type

- **The challenge**
 - Highly competitive and saturated market.
 - Deciding on the right rental pricing to maximize revenue while protecting vacancy numbers was proving difficult.
 - An agile, evidence-based pricing model was needed.
- **What we did**
 - Made use of clients limited data set and external macro and micro economic data such as Salary, CPI, unemployment and GDP data.
 - Created AI and mathematical models to forecast the impact of pricing changes on vacancies and revenue.
- **The result**
 - Pricing models produced for each unit type.
 - Recommendations and associated forecasts for the impact of various rental price points on revenue and vacancy.



Customer Story: Rental Price Change – Timing strategy

- **The challenge**

- The rental market is extremely price sensitive.
- How should the business navigate the need to increase prices while ensuring a constant tenant base?
- Client required us to determine when would be the best time to increase rent to mitigate its impact on customer vacancies.

- **What we did**

- Vacancies were decomposed into their seasonality; behavioral trends and residual components to understand the underlying temporal dynamics.
- Analysis of practical limitations, and behavioral trends to understand the best rent setting time of year.

- **The result**

- An understanding of the impact and behavior surrounding the key vacancy drivers:
 - time of year, the price, external factors.
- Recommendations and forecasts for different times of year to set rent.

Vacancy Decomposition: TREND + SEASONALITY + RESIDUAL

