

Guide to Visualizing Real Estate Data



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Procure data

One of the first decisions is which data to use. There are lots of data providers, as well as a company's internal data, that can be leveraged for real estate data visualizations.

- Find source**
 - Public
 - Subscription
 - Internal
- Understand terms**
- Learn how they are shared**
 - API
 - Updated monthly/weekly
 - Individual call



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Clean data

Real estate data comes from various sources that inevitably use different formats and definitions. Before any visualizations can be done this data needs to be cleaned.

- Standardize data**
 - OSCRE
 - GRESB
- Double check calculations (eg. price/sq.ft)**

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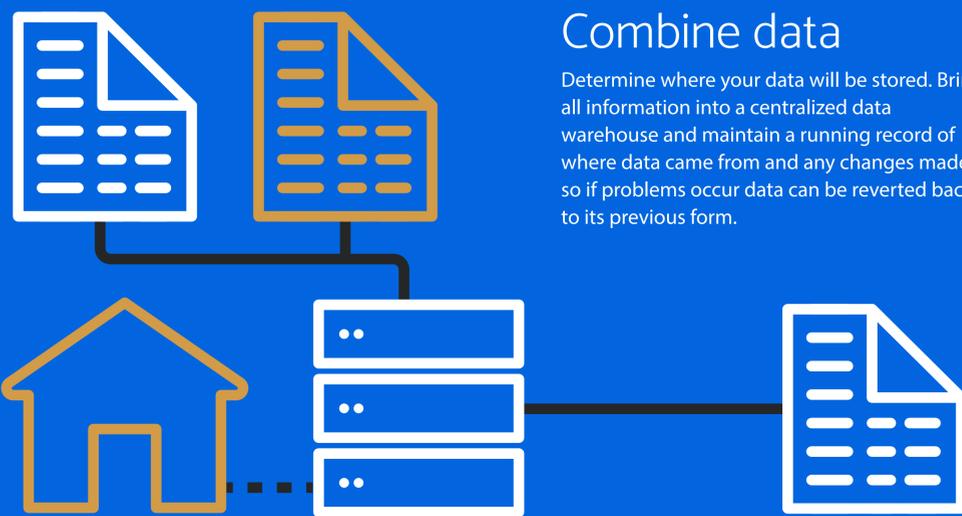
Identify KPIs

In order to visualize data in the most useful way first key performance indicators need to be agreed upon. These will often become your parameters for visualizations and dashboards.

- Geography**
 - Census tract
 - Zip code
 - Proximity to landmarks (transit, schools, highways, etc.)
- Price/sqft**
- Floorplates**
 - Size column width
- Lease specs**
 - Length
 - Tenant Improvements
- Tenant type**
 - TAMI vs Finance
 - Size/headcount
 - Risk profile



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Combine data

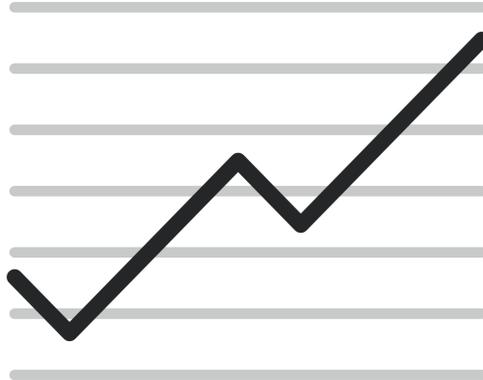
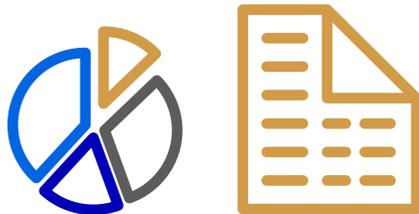
Determine where your data will be stored. Bring all information into a centralized data warehouse and maintain a running record of where data came from and any changes made so if problems occur data can be reverted back to its previous form.

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Determine how to best visualize

Data can be visualized in a number of different ways, each with their own strengths and weaknesses. The best type of visualization for each process or end user needs to be determined. DONT DO ANALYSIS IN VISUALIZATION.

- By property type (table)
- By geography (map)
- By dates (timeline)
- Color coordination (positive number green/negative numbers red)



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Select visualization tool

A lot of different tools are available to visualize data. The right tool depends greatly on what the programmers and analytics team are most comfortable with.

- Excel/Pivot tables
- Python
- R
- GIS
- Tableau
- Cherre CoreExplore

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Create customizable dashboards

Visualizations are only useful if users can customize them to answer their questions. By giving the ability to edit parameters, users can turn data visualizations into powerful tools for analysis.

- Allow for users to change parameters**
 - Time
 - Geography
 - Deal size

