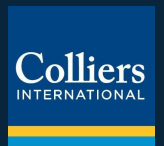




Case Study:

Providing value to the US federal government by blending advanced quantitative research with leading industry expertise and know-how.



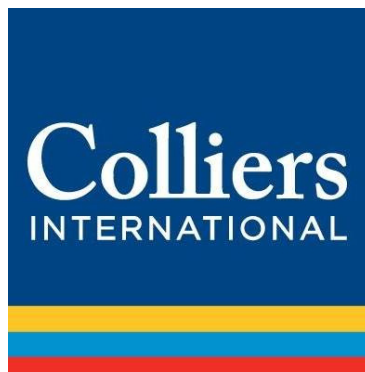
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02

Colliers International is a leading real estate professional services and investment management company.

Operating in 68 countries, with more than 15,000 employees collaboratively working to provide expert advice to maximize the value of property for real estate occupiers, owners and investors.

One of Colliers' most notable clients is the US federal Government, which Colliers' Government Solutions team supports.



Colliers government focused data solutions are powered by proprietary data, public sources and the analysis of economic fundamentals both at macro and local level. In order to provide the best value, the group is inherently focusing on deriving actionable, quantified trends and opportunities.

It is in this context that Colliers partnered with OccamLabs in providing support for advanced primary research in real estate trends and opportunities.

03

In many countries, Real Estate is one of the leading sector for innovation in open data. With public agencies releasing open license datasets to enable innovation and, in turn, a more efficient market and in an industry so key for the global economy.

And while the volume of available data increases, so does its variety. With so much hyper local data generated on a daily basis, advanced analytics can now enable players in the market to derive subtle trends and clearer under

"Customer quote ..."



60%

According to McKinsey 60% of the predictive power of recent predictive modeling on the market could come from non-traditional variables.

Mobile, social and sensor information can for example help identify “hyperlocal” signals and help investors assess risk and uncover investment opportunities.

By harnessing these new data opportunities and develop forward looking research, Colliers could reinforce its dominant position of thought leader and trusted partner in the industry.



Technical challenges

- Turning semi structured, non-normalized, or disparate data from public sources into robust datasets for actionable insights, trend and exploratory analysis.
- Using this economic and market intelligence to design forward looking research or predictive solutions (source <https://knowledge-leader.colliers.com/jake-edens/using-data-predictive-analytics-guide-cre-decisions/>)
- Design time efficient solutions, that leave time and flexibility for knowledgeable non-technical players to provide expertise supported analyses from the data.

Organizational challenges

- Identifying research and business opportunities from newly acquired data and think multilaterally to deliver business value from innovative data perimeters.
- Developing a scalable collaboration framework between data experts and industry leaders.
- Innovating with limited access to data scientists and skilled technical resources.



OUR CONTRIBUTION:

Under the leadership of Kurt Stout, EVP Government Solutions, OccamLabs delivered a series of projects pertaining to OccamLabs provided deep expertise in analytics methods and technology.

The team developed a series of data pipelines integrating data from multiple sources (proprietary and public).

Not only did the research serve the purpose of answering particularly complex business questions but are also replicable into business intelligence products usable by a wider audience within the business.

Using leading tools such as Alteryx and Tableau, used by OccamLabs' certified consultants, introducing new data prisms and analytical products takes days rather than months.

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Book a free consultation:

Info@occamlabs.io

