anyLife - Real estate market analysis with ML

Ideation/Concept Design/Infrastructure/Delivery

The challenge

How to perform a successful operation: maintain high occupancy rates by offering great concepts and service, and being able to offer the right price for any given stay. With that in mind, Sauter started the design of the price motor, which would gather information on the market based on numerous variables (including listing names, neighborhood and property condition and amenities).

The solution

The process involved gathering numerous price sources for short and long stay listings in areas of interest by Extraction-Transformation-Load in Cloud Composer, persist the data in Big Query and apply predictions by multiple Machine Learning techniques, later on automatically deciding the best fit and scenario to be persisted in Dashboards for the client to decide how to price its listings.

The results

We achieved a 70% higher occupancy rate on anyLife managed rooms compared to non managed rooms in the same property, anyLife was able to monitor the prices of the competition, as well as becoming able to accurately show predicted profits to its partners (owners and funds), as well as it has a key decision tool on how to calculate the company valuation for an A-Series Venture Capital round.

> " "What we were able to see is an infinitely higher occupancy rate, for example, we achieve anyLife's highest occupancy average in the last month" (...). "The idea was this, you have competitive prices with similar competitors that you can compare. Today, it helps us to have a lot of sales acceleration with the right developer." "
>
> Gustavo Motta, co-founder, anyLife

About ANY LIFE GESTAO PATRIMONIAL LTDA

anyLife makes life easier for owners, optimizing the profitability of properties, and guarantees its guests maximum satisfaction in their experiences. We take care of your property the same way we take care of ours: we renovate, furnish, rent and manage it in an easy, digital and transparent way – reducing bureaucracy in the rental process.
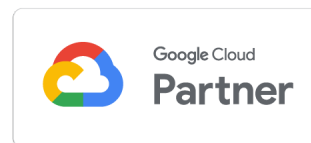
Industry: Other

Primary project location: Brazil

About SAUTER TECNOLOGIA E SERVICOS LTDA

Sauter is a niche, cloud-native tech consulting firm that empowers clients to futurify their businesses, leveraging Cloud, AI & Analytics.

Products

Google Cloud Platform