

Webinar Digital Real Estates (DRE) Series : The Big Deal – Big Data Analytics & Artificial Intelligence

Date : 11 June 2021

Time : 10.00am to 11.30pm

REHDA SELANGOR WEBINAR SERIES
PRESENTS
DIGITAL REAL ESTATE (D.R.E)

FRIDAY, 11 TH JUNE 2021
10:00AM - 11:30AM

THE BIG DEAL

Big Data Analytics & Artificial Intelligence

What is 'Big Data' in the context of the real estate industry?

How are these data analysed, filtered and translated for developers?

When are such researched data applicable in a project timeline?

Speaker

Koh Cha-Ly
Founder & CEO
Urbanmetry Sdn Bhd

Host

Datuk Seri Dr Michael Yam
REHDA Most Recent Past President

Complimentary For Members
For more information, please contact 03-7806 4853 / 60 or email at selangor@rehda.com

Register

<http://www.rehda.com.my>

Organized By

REHDA SELANGOR

Registration Information

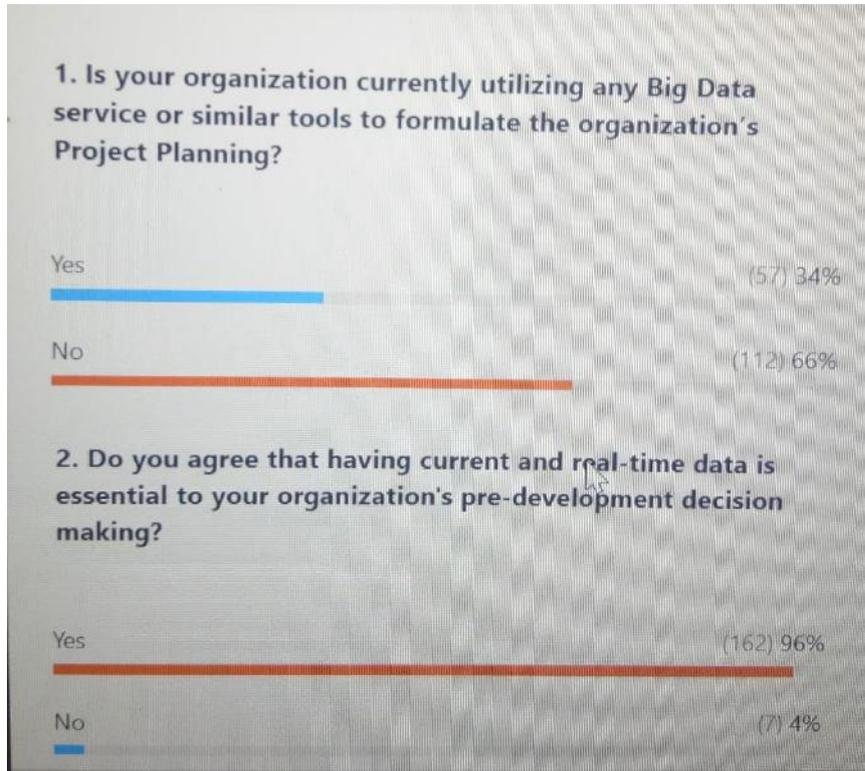
Total Registration Number : 260

Number of registrants who logged in to watch : 241

Top 3 companies with most employees registered : Mah Sing properties SB , S P Setia Berhad, Wawasan Rajawali SB (OSK Group)

Polling result

Number of registrants who poll : 221



5. Does your organization allocate a certain budget similar to the big data services shown in this presentation?

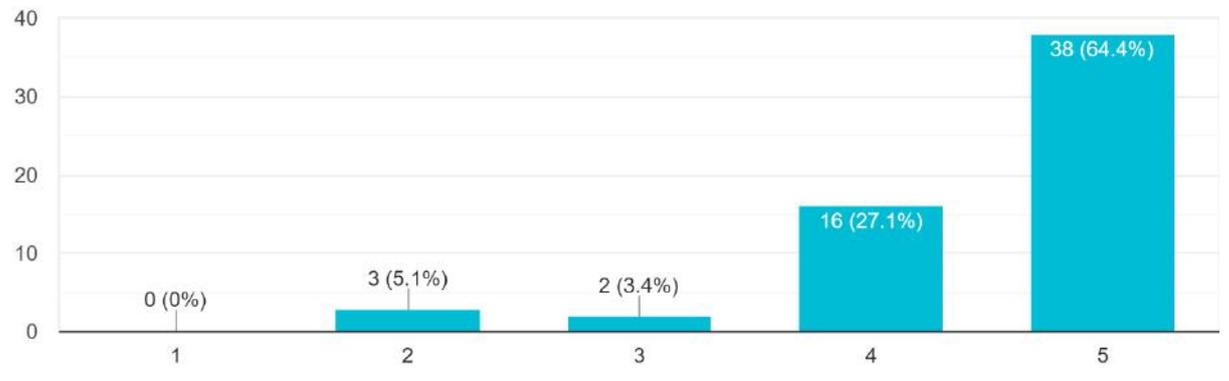


Survey Result :

Number of survey Received : 59

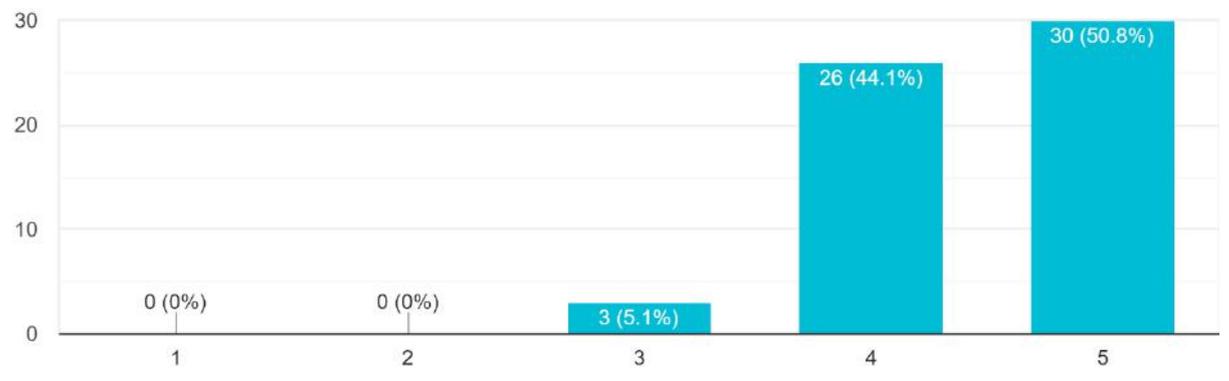
Do you find this webinar topic helpful to your organization?

59 responses



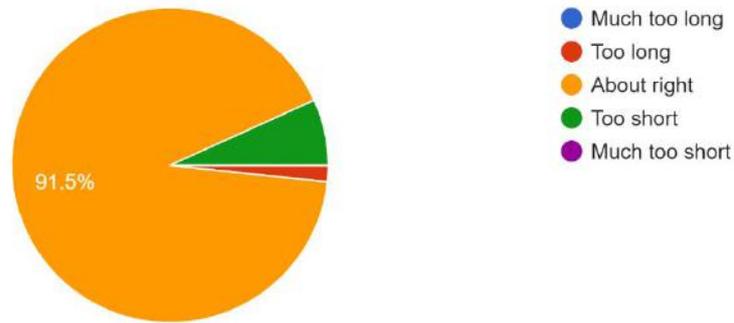
How would you rate the presenter on the subject matter?

59 responses



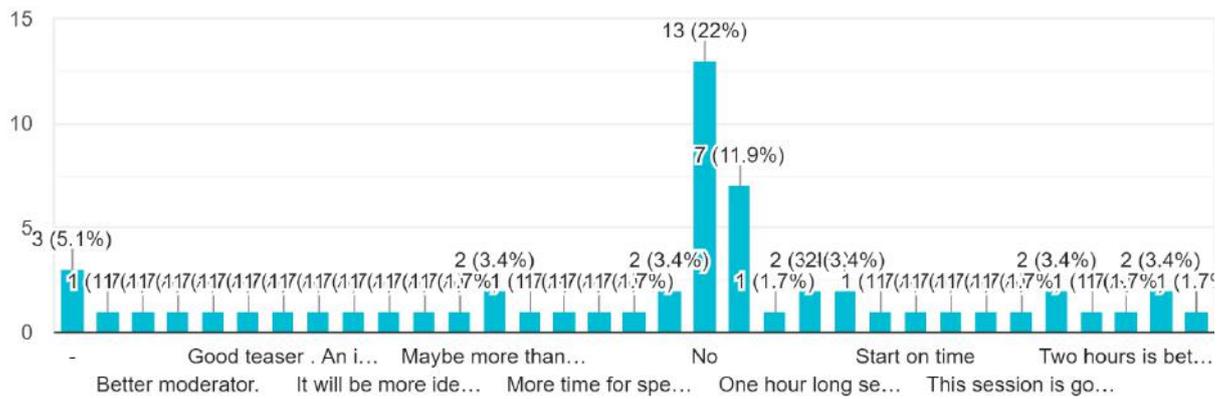
Was the event length too long, too short or about right?

59 responses



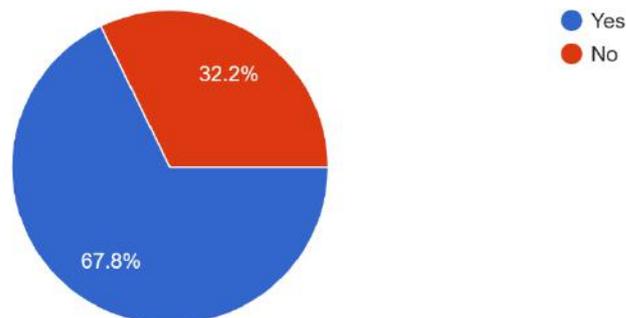
Do you have any other suggestions or comments to help us improve our future webinar?

59 responses



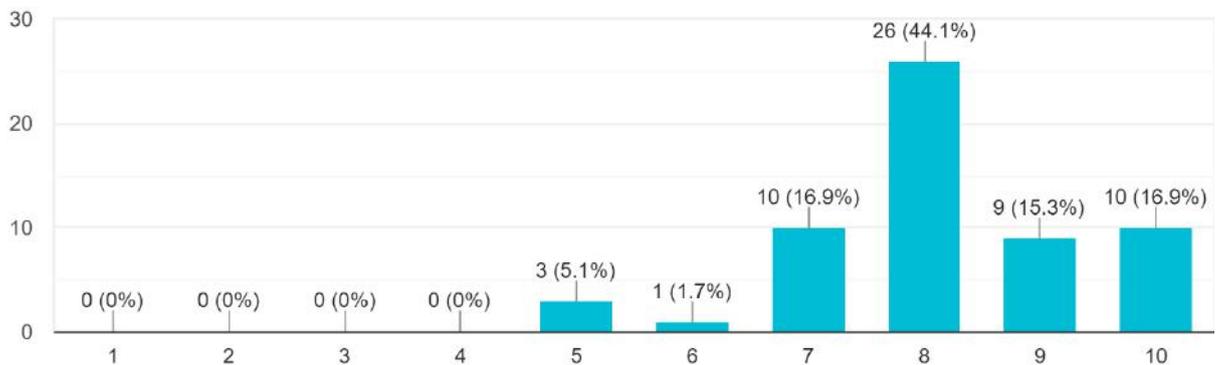
If a fee of RM 50 is charged in future to facilitate event such as this (for example to invite well-versed experts, CDP points and other industry-related points), would you still like to participate?

59 responses



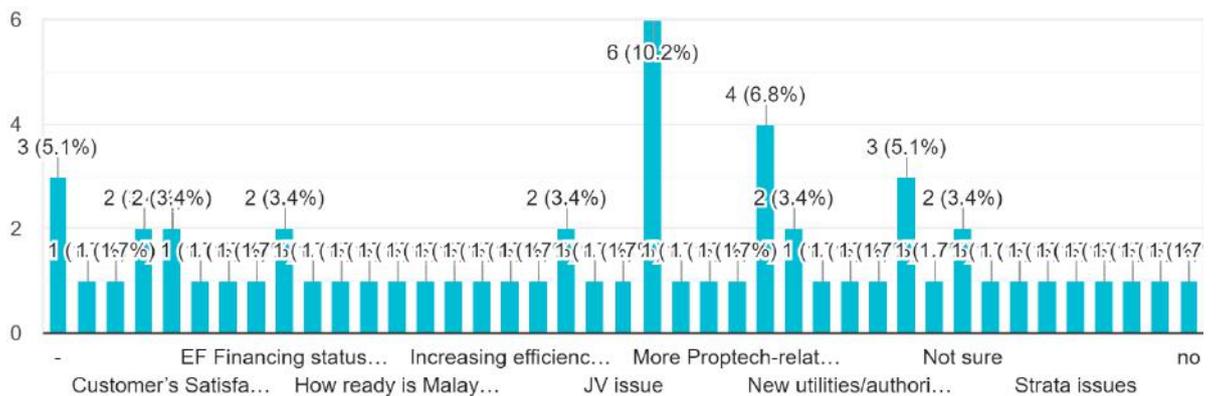
How effective is Big Data in improving your project planning and assessment?

59 responses



What topic/event would you like REHDA Selangor to organize/explore in future that would benefit your organization?

59 responses



Top 3 suggestions to improve the webinar:

- To Provide more time for speakers and Q&A.
- Speaker voice should more clear and loud.
- To have 2 speakers .

Photos of Speaker receiving momento and certificates.

Q & A:

- 1)How do developers utilize this data to convert into actionable and profitable solutions
- 2)how the AI board calculate the dwelling units in a high rise development? If it's a mixed use development, then how to separate the office, hotel, retail?
- 3)Data is only as good as the question you ask...do you have preset questions before taking on a task and recommend your clients to prepare their pain points to gain better insights
- 4)Is there some form of validation process to the data collected and after analysis
- 5)If a client already has its own database of consumer behaviour, are you able to work with this database - data clean it and then overlay data from your own sources to answer client's questions ?
- 6)How does Urban Metry obtain those database/information for modelling purpose? do you need to go for site visit to analyse the area? for instance the case study in penang just now.
- 7) how frequent the data being refreshed?
- 8)beside the compiled data to be accessed digitally, how exactly the comprehensive use of AI and Big Data which we expected to be done intelligently and learn smartly
- 9)May I know how long do you take to complete an assignment?
- 10)how long will it take to conduct an analysis for an area of 20km radius for existing property types & selling price, infrastrcuture & amenities to future upcoming developments?
- 11)Social housing are imposed to private sectors to assist the government to meet the B40. In Selangor, 40% to 50% of the development are imposed by the government to be social housing. However, despite subsidy, it is not an instant take up and private sector have to suffers more losses. Anyway for your firm to provide and assist the government or REHDA to better provide the needs of such high quota imposed?
- 12)and what is the cost of each study?
- 13)May I know how the recent pandemic affecting your AI data collection and analysis?
- 14)Folowing up on Chee hung's question on calculation of dwellings, are the models able to further investigate the use of said units... say in modern SOHO developments where some may be used for offices, some for airbnb, some for long term rental, some for own stay .. ?
- 15)how the data can be used in marketing, and digital marketing in specific? what's your charging model?
- 16)I take Johor Baru as an example. Based on the Numbers of Properties launched, completed and in progress. The data is high/huge (as well as from the map, there are plenty of high-rise building) but come to actual rate of occupancies, there might be only 20-30% of occupancies rate. How you overcome this by providing the actual data on the rate of occupancy despite the high number of property supply?
- 17)In order to determine the products to be developed, the likes and dislikes and preferences eg like compact homes, big bathrooms, demand for age friendly facilities will need tobe determined for the design and layouts. Can Urban Metry big data provide this service?

- 18) Do you subscribe to data collected by Facebook, Twitter and WhatsApp for your work
- 19) What is the accuracy of your current datasets? An average perhaps.
- 20) Does Urban M have the data base from those utilities services company (like TNB, Water, STP, Telecommunication) in assisting developer's in identify the readiness of the utilities supply for a specific piece of pocket land?
- 21) Does Urban Metry have professional team with industry knowledge that are able to perform detail study related to the industry? Research like preferable landed house layout, demanded size of single and double bedroom?
- 22) Do senior living communities and nursing home take into your AI data collection? Understand this is uncommon, but as the "married without children" communities are getting higher, question also to REHDA is this kind of community housing will be the next trend?
- 23) If I did a data analysis of an area in say 2019, would things have changed much in terms of say demographic income levels post pandemic?
- 24) Do you plan to have all data in internet so that people can subscribe or purchase, same like data in facebook.
- 25) Dato Seri based on your vast experience, how does old ways of doing things combined with new technology can make your development be 'hot property' in the market where people que for days (those days) or are those days is over already?
- 25) Does Urban Metry provide Big Data & AI only for Real Estate Players?
- 26) What is the different your data with the NAPIC data?
- 27) How many "informal housing stock" do we have in Selangor? I am referring to those not counted by Napic. Thanks
- 28) How long do you need to do a focus study on certain area?