

RLC  
RESORT LIFESTYLE  
COMMUNITIES

 Retail Scientific











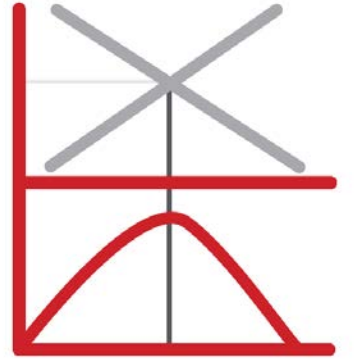




# Retail Scientifics

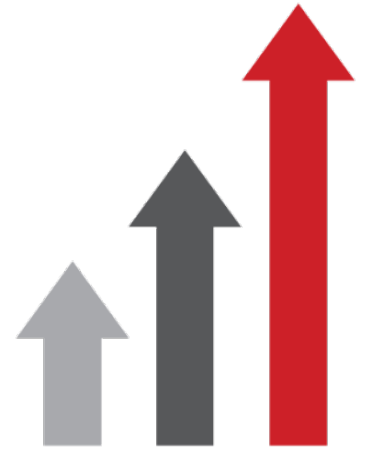
Data Science for Retail

**Market Planning**



**Price Optimization**

**Marketing Analytics**



**Call Center Optimization**

**Voice of the Customer**









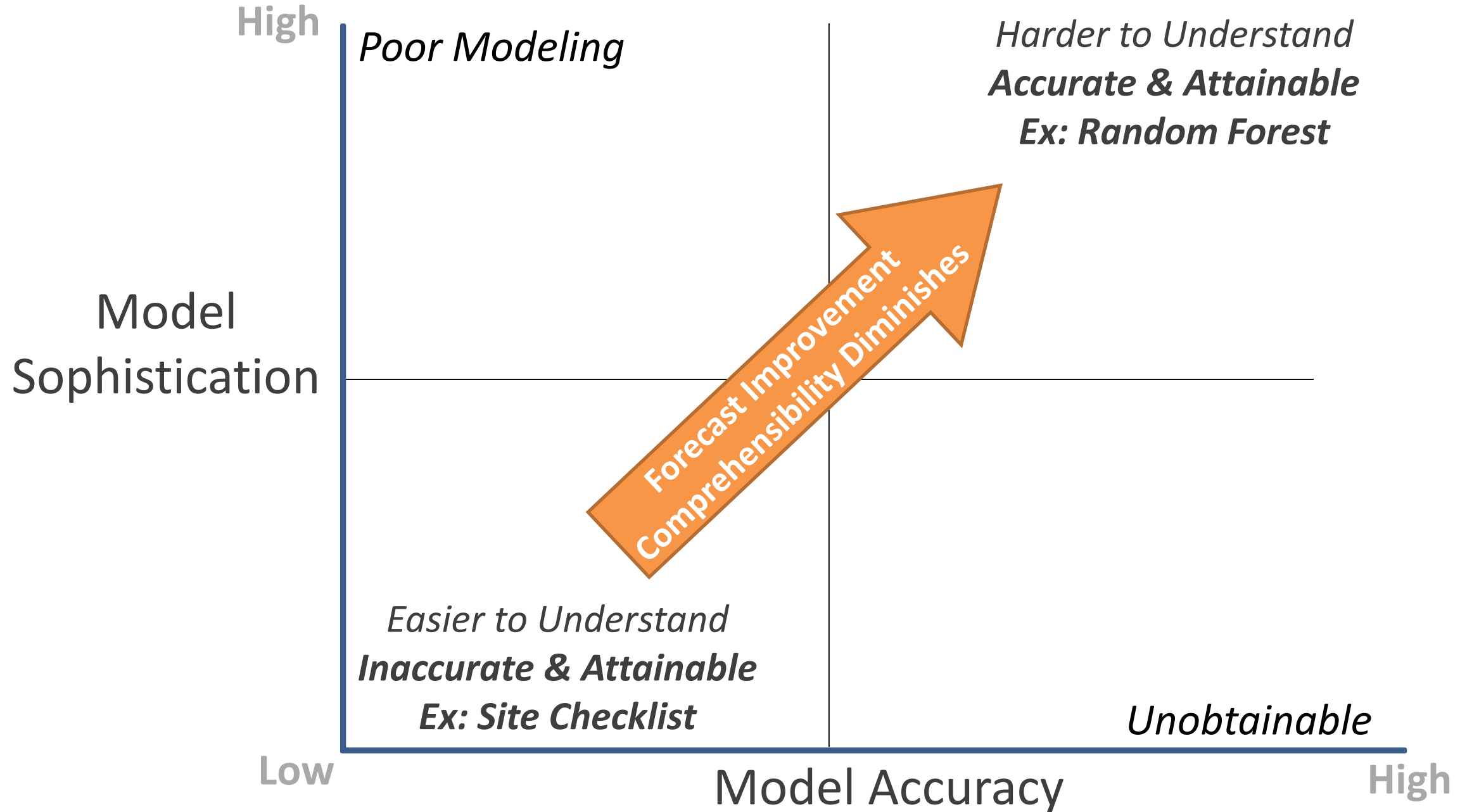
 **Resort Lifestyles Community**

 **Competitors - Researched**

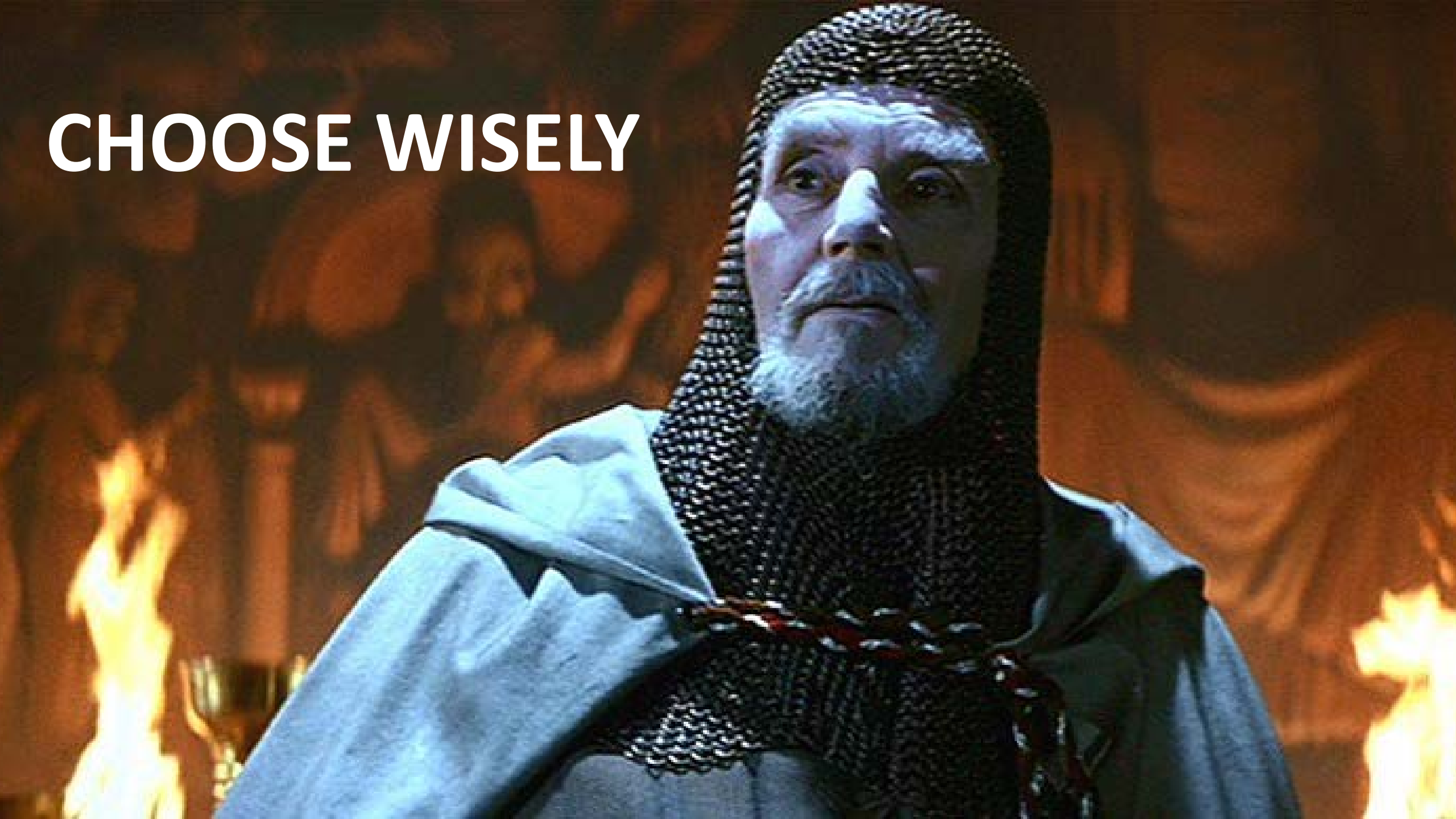
# What Data Can Go Into a Sales Forecasting Model

Site Characteristics	10 Variables
Traffic Counts	10 Variables
Business Drivers (All Distances)	50 Variables
Banking Data (All Distances)	400 Variables
Major Shopping Centers	<b>Tens to Hundreds of Thousands of Variables Assessed</b>
Retail Marketplace (All Distances)	1,000 Variables
Demography - 2010 Census Data (All Distances)	5,500 Variables
Demography - Esri updated Demographics (All Distances)	7,500 Variables
Demography - American Community Survey (All Distances)	8,500 Variables
Competitive Impacts (All Distances)	21,000 Variables
Market Potential (All Distances)	26,500 Variables

# Modeling Choices



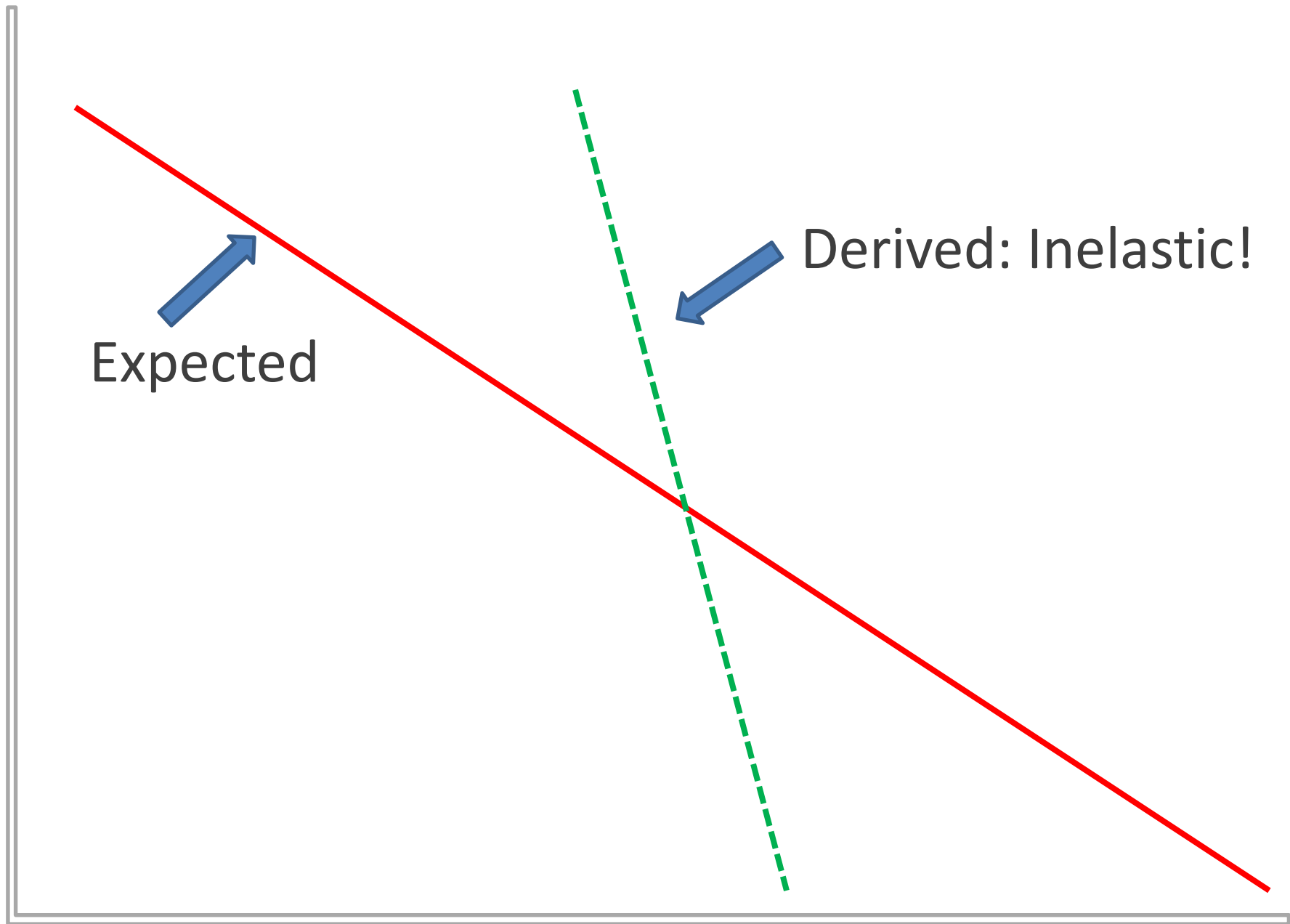
**CHOOSE WISELY**



# Target: Total Revenue by Community

Metric	Drive Distance
Price (Rent)	-
Quantity (Units)	-
% Renters	20 Mile
% With Graduate Degree	10 Mile
Median HH Income: Adult Children	1 Mile
Median Home Value	5 Mile

**Price  
(\$ Rent)**



Expected

Derived: Inelastic!

**Quantity (Units Occupied)**

**Add Units**

**No**





**IS THE RENT**



**TOO DAMN LOW?**

# Testing Price Elasticity

## Rate Increases

**Existing Residents**

**New Residents**

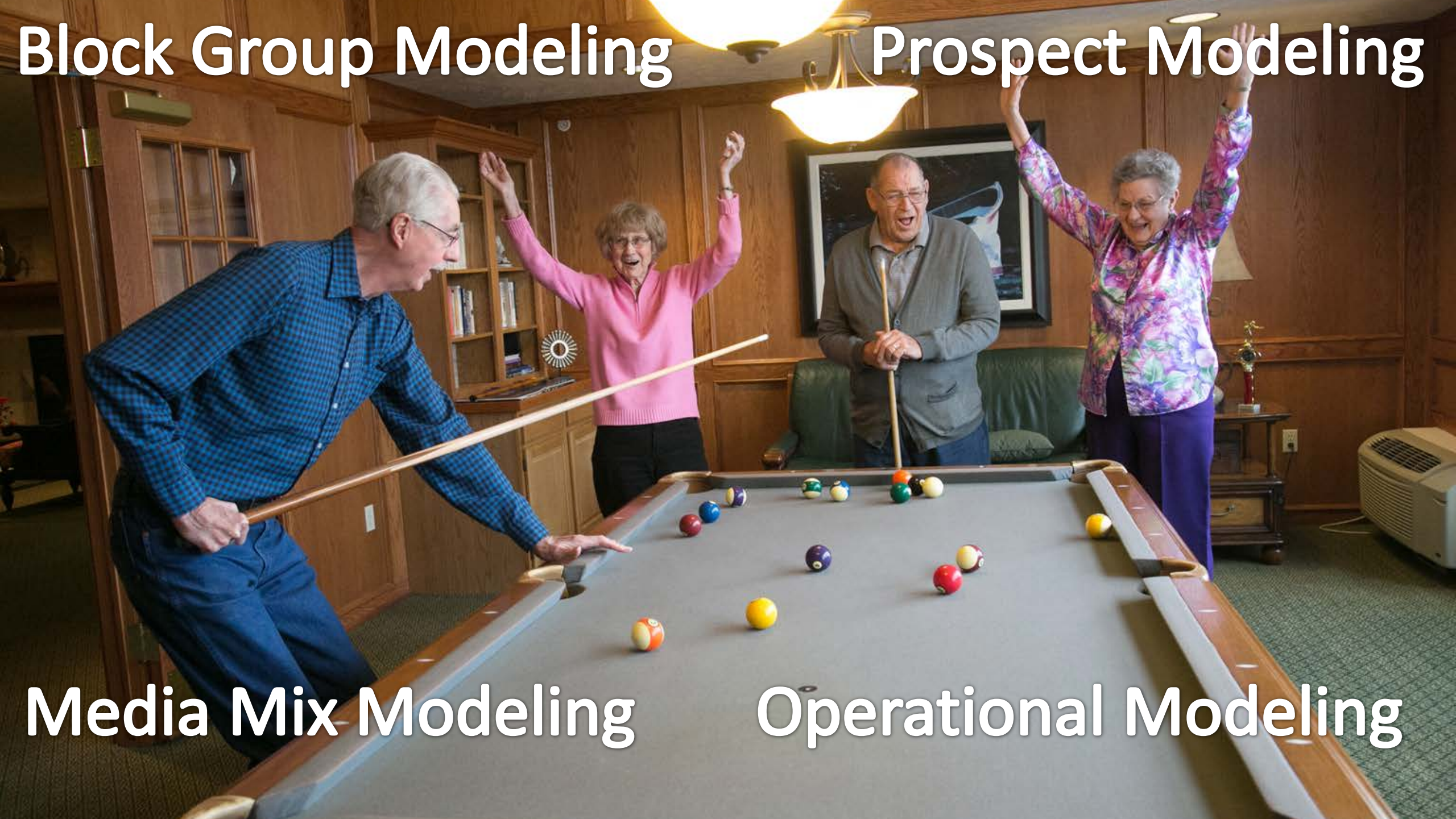
# Testing Price Increases

**Occupancy**



**Total Revenue**



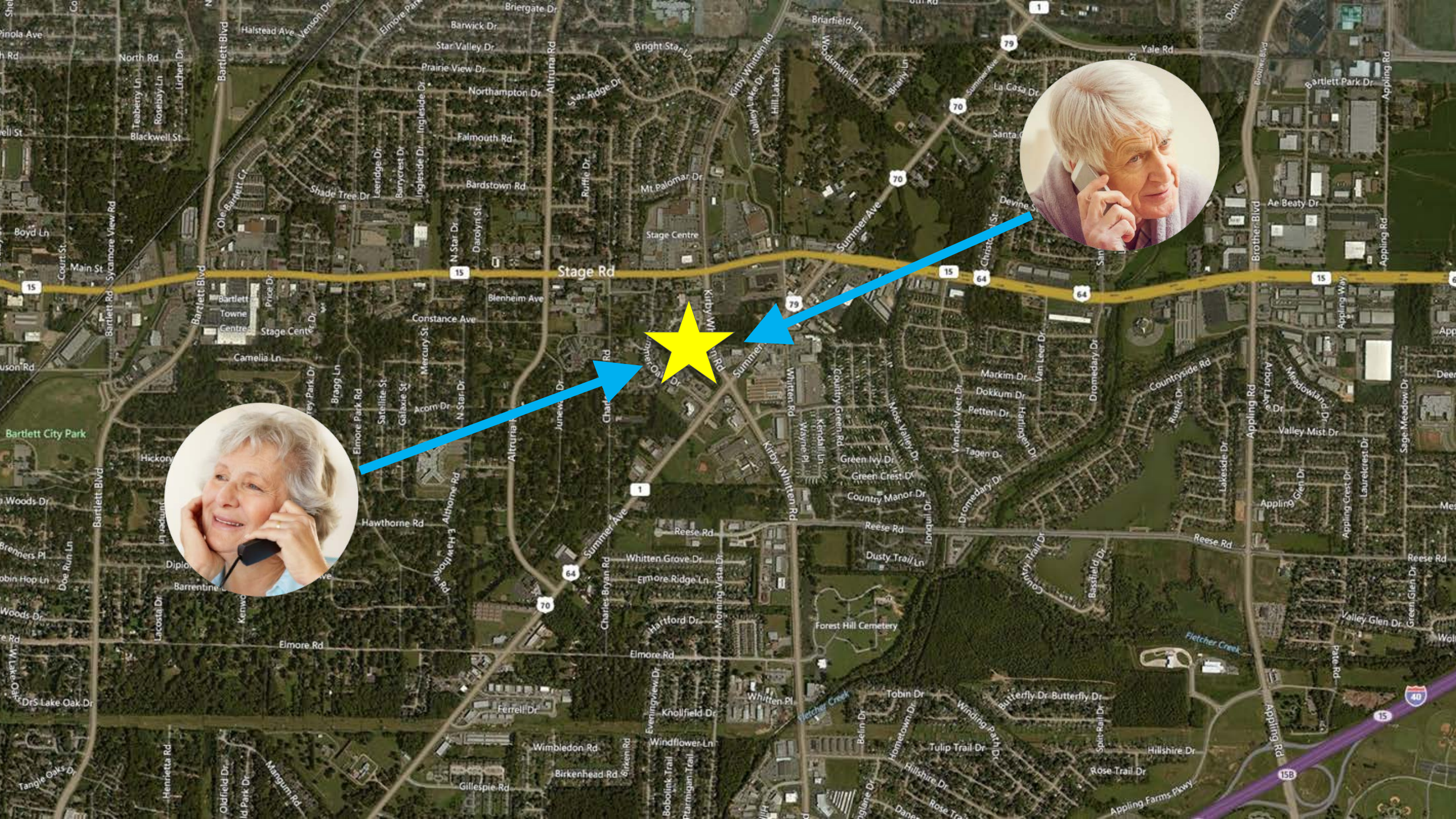


Block Group Modeling

Prospect Modeling

Media Mix Modeling

Operational Modeling





Start Here



# Resident Prospect



Below 5%

HH Income Growth

Above 5%

Tapestry Segment  
9B15



19%

Below 1%

Above 1%

Business  
Count

Median Age

Less than  
11,168

More than  
11,168

Less than 10  
DS01

10 or more  
DS01

Total Population

Median HH Income: 75+



18%



15%

Less than 1,300



2%

More than  
1,300



6%

\$60,000 or less



9%

More than  
\$60,000

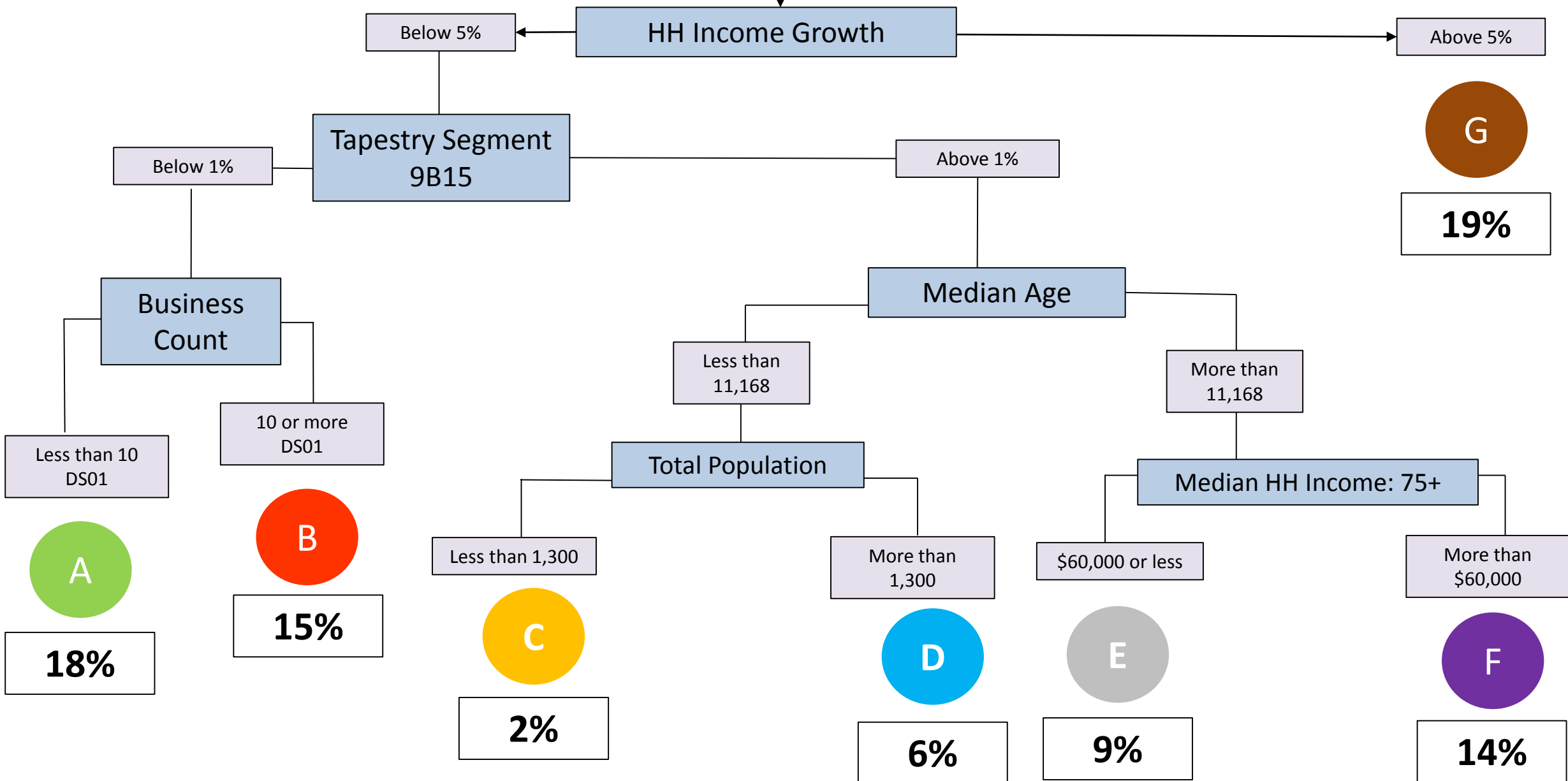


14%

Start Here



# Resident Prospect



Below 5%

HH Income Growth

Above 5%

Tapestry Segment 9B15



19%

Below 1%

Above 1%

Business Count

Median Age

Less than 10 DS01

10 or more DS01

Less than 11,168

More than 11,168

Total Population

Median HH Income: 75+



18%



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Less than 1,300

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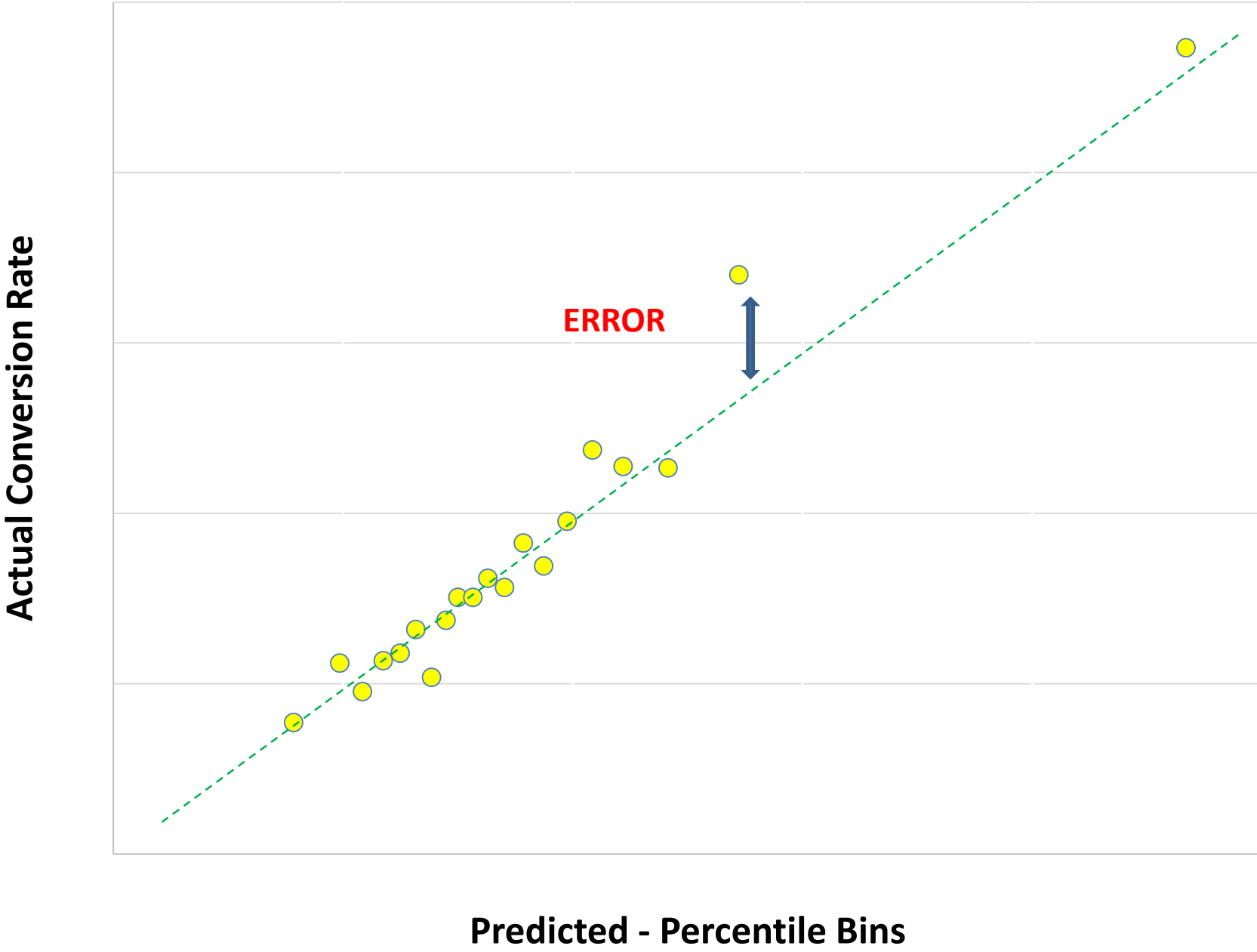
More than \$60,000



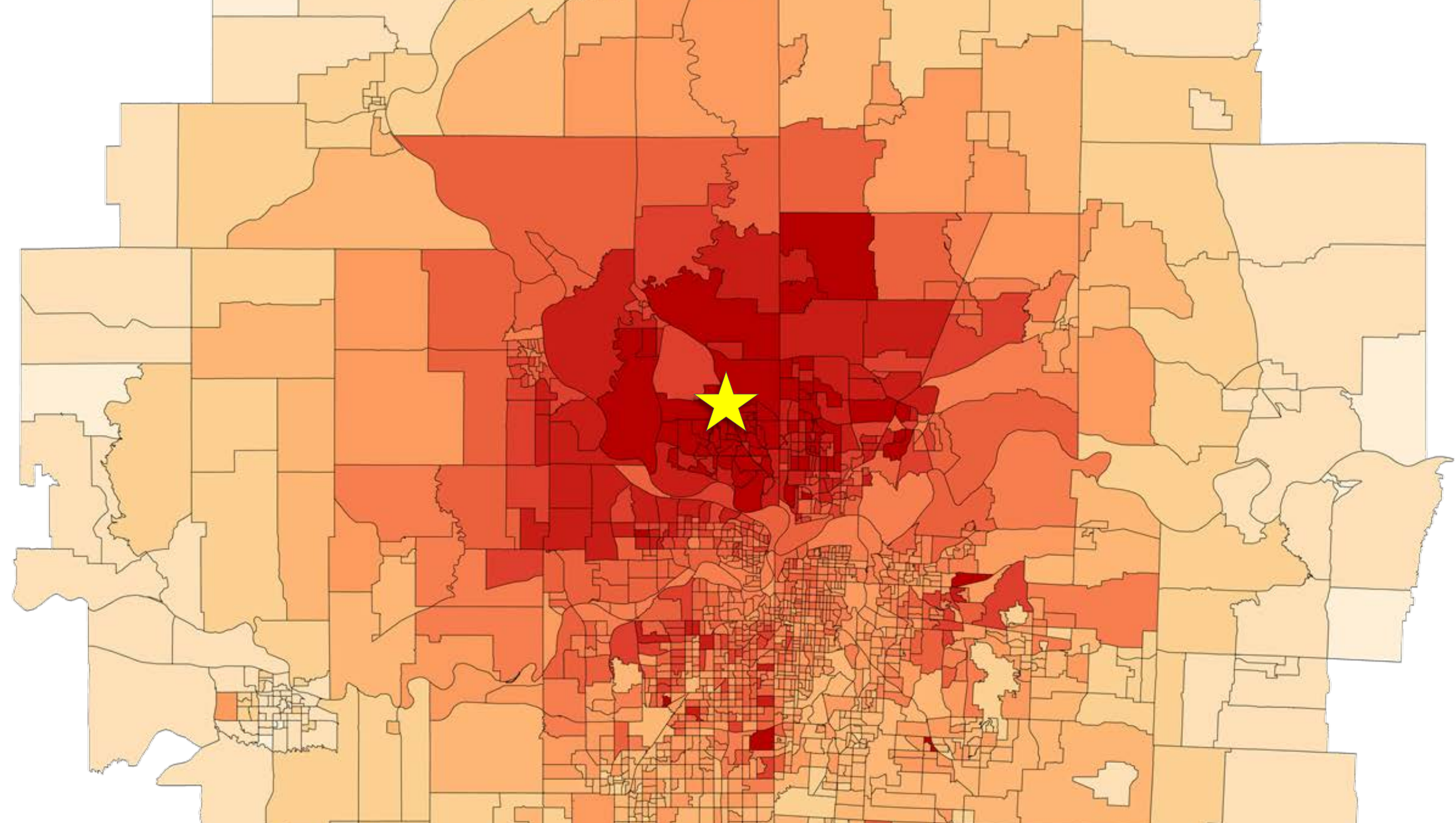
14%

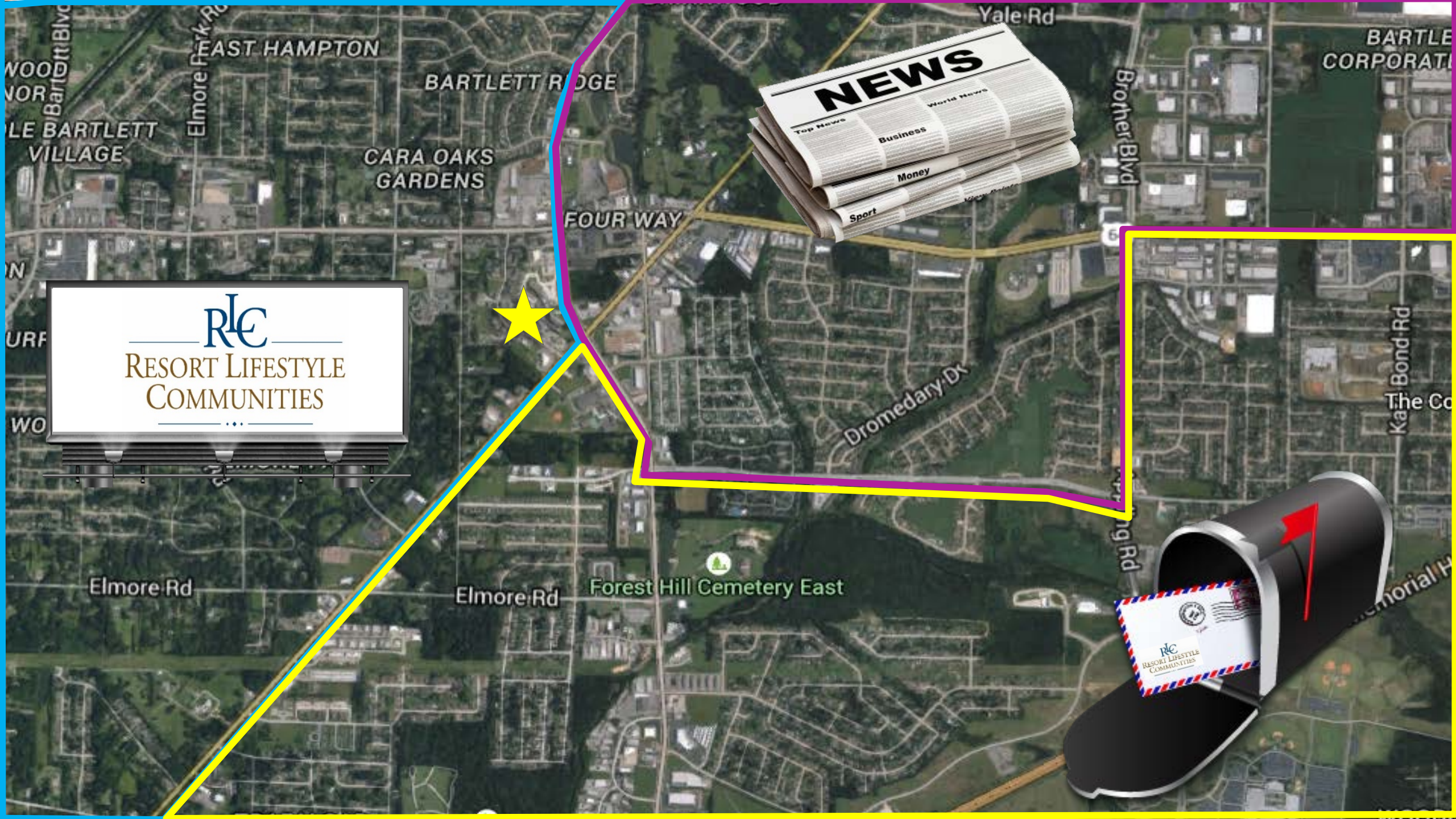


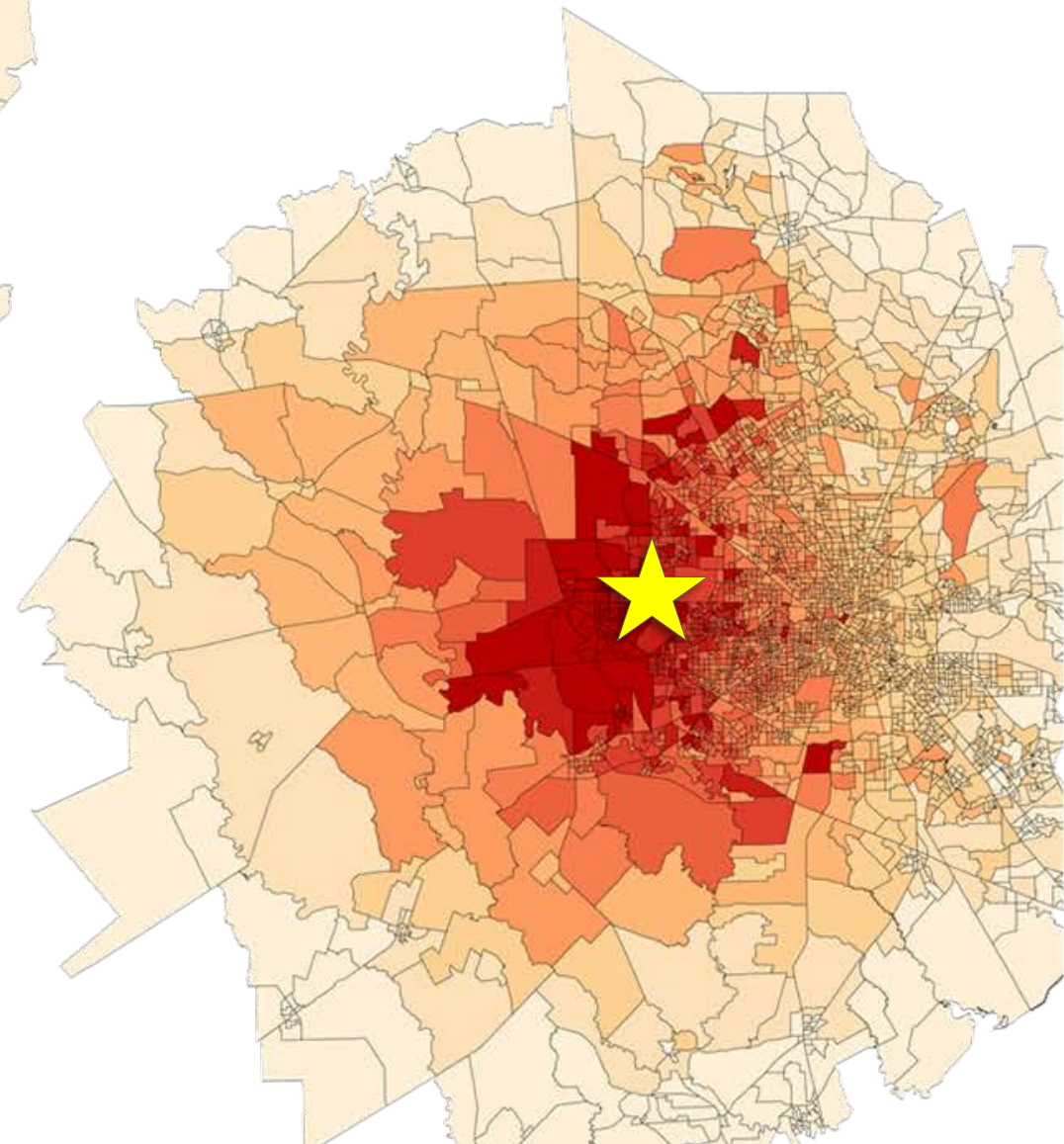
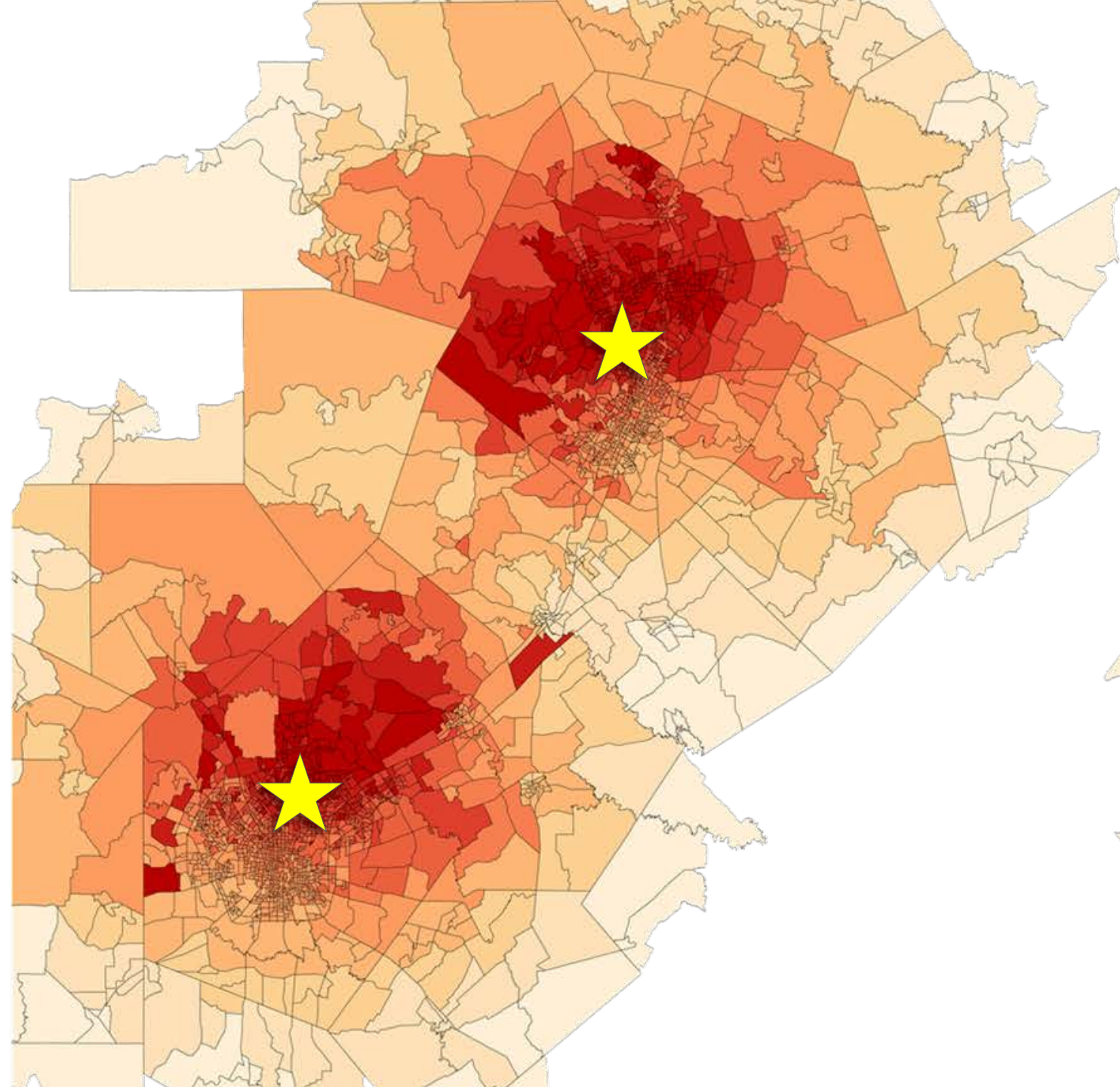
# Conversion to Deposit - Rate Prediction











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