



DBA3702 Descriptive Analytics in R
AY24/25 Semester 2

Group Project

Business Proposal

By **Group 3**

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EstateAnalytics

Confidence sells. Data closes.

Business Plan

Table of Content

1. Executive Summary	4
2. Company Description	4
3. Market Research	5
3.1. Target Market (Demographic and Psychographic)	5
3.2. Geographic Scope and Market Size	5
3.3. Market Analysis	6
3.4. Competitor Analysis	9
4. Our Product	10
5. Business Model	14
6. Conclusion	15

1. Executive Summary

EstateAnalytics is a subscription-based platform designed to help real estate agents communicate property data to clients more effectively. The platform offers real-time market insights, data visualizations, and actionable property analytics to empower agents to confidently share data-driven insights with their clients and increase successful deal closures.

This business plan outlines EstateAnalytics' mission to fill the gap in the real estate market by focusing on agent-client communication, unlike traditional tools that focus on lead generation. Initially targeting Singapore's real estate market, the platform will expand to Southeast Asia, where demand for data-driven tools is growing. The plan discusses the target market, competitive landscape, product features, and the scalable subscription model designed for both individual agents and agencies. EstateAnalytics aims to be an essential tool for real estate professionals, improving communication and driving sales.

2. Company Description

EstateAnalytics is a Singapore-based technology company launching in 2025 that provides advanced data visualization and analytics tools tailored specifically for real estate agents. Operating as a subscription-based web platform, EstateAnalytics empowers agents to deliver more compelling, data-backed property consultations, setting them apart in an increasingly competitive real estate market.

The company was founded to solve a pain point in the real estate tech ecosystem: while many platforms help agents find properties, few help them explain value to their clients. Our mission is simple: to make real estate agents smarter communicators through clear, actionable data. We envision EstateAnalytics becoming an essential part of every agent's toolkit—elevating trust, shortening sales cycles, and increasing client satisfaction through clarity and confidence.

Unlike traditional agent tools that focus on lead generation or transaction management, EstateAnalytics is designed to enhance the agent-client relationship by equipping agents with powerful, easy-to-understand insights into property value, neighborhood comparisons, amenity proximity, and price trends. The platform allows agents to confidently guide clients through the decision-making process using clean visualizations and real-time data drawn from trusted sources like URA, LTA, and other public datasets.

EstateAnalytics will operate exclusively online, with agents across Singapore subscribing monthly to access its suite of features. While initially targeting the Singaporean market, the platform is designed with scalability in mind and will expand into regional markets where data transparency and client consultation tools are in growing demand.

3. Market Research

3.1. Target Market (Demographic and Psychographic)

EstateAnalytics is designed specifically for **professional real estate agents** who are looking to improve their communications with clients regarding the properties through data-driven insights.

These agents are separated into 3 segments:

- **Experienced Agents:** Agents with a few years of experience who are looking to gain a competitive edge in an increasingly saturated market. They understand the value of data but need a streamlined, accessible tool to use that data during client interactions.
- **New Agents:** Younger or newer agents who are eager to differentiate themselves in the market. These agents are tech-savvy and prefer using modern, efficient tools that can give them an advantage in client meetings.
- **Independent Agents:** Many independent agents may not have access to enterprise-level tools used by larger agencies. EstateAnalytics offers them an affordable subscription model that still provides advanced features.

Particularly, EstateAnalytics will appeal to real estate agents who are client-focused as they are eager to demonstrate expertise, gain trust, and close deals efficiently. They also appreciate transparency and precision, which aligns with the platform's ability to present clear, actionable insights.

3.2. Geographic Scope and Market Size

Initially, EstateAnalytics will serve the **Singaporean real estate market**, which is highly competitive, data-driven, and well-suited to new technological solutions. Singapore's real estate market is mature and tech-forward, with high demand for tools that help agents stand out in a crowded market. According to Grand View Research (2024), Singapore's residential real estate market is projected to reach a value of USD 59.08 billion in 2024, with a 6.5% CAGR from 2025 to 2030, driven by the need for increased data transparency and more advanced real estate tools.

Over time, EstateAnalytics can scale to other countries in Southeast Asia, including Malaysia, Indonesia, Thailand, and beyond. These markets also feature growing

demand for transparency and data-driven real estate tools, making them ideal targets for future expansion. The Southeast Asian residential real estate market is expected to reach USD 24.01 trillion by 2025, with residential transactions projected to grow at a 2.47% CAGR during the next five years (Statista, 2024).

3.3. Market Analysis

3.3.1. Strengths

- **Unique Focus on Agent-Client Communication:** Unlike other real estate analytics tools, EstateAnalytics emphasizes not just property data but how real estate agents can communicate that data effectively to clients. This unique focus on data visualization and client-facing insights sets the platform apart from traditional CMA tools and market analysis platforms.
- **Scalability Across Southeast Asia:** EstateAnalytics is designed with Southeast Asia in mind, allowing for scalable expansion. The platform can quickly be adapted to markets like Malaysia, Indonesia, and Thailand, which are experiencing a surge in demand for tech-driven real estate solutions.
- **Subscription-Based Revenue Model:** The subscription model ensures recurring revenue, making the business more sustainable. It also provides flexibility for agents, allowing them to access the platform on a monthly or annual basis, and thus, align with their business cycle.

3.3.2. Weaknesses

- **Early-Stage Brand Recognition:** EstateAnalytics is still a new product, and building brand awareness to prove credibility in a competitive market like real estate analytics tools can take time.
- **Limited Customer Base:** At the outset, EstateAnalytics will have a small user base, making it harder to demonstrate widespread adoption to potential investors or partners. Building a customer base from scratch in a competitive industry can be a slow process.
- **Dependence on Third-Party Data:** EstateAnalytics relies on external data providers (e.g., URA, LTA, and other public datasets) for accurate and up-to-date property information. This creates a potential vulnerability if there are data accuracy issues or if these third-party sources restrict access or raise prices.

3.3.3. Opportunities

- **Growing Demand for Data-Driven Real Estate Solutions:** As the real estate market continues to evolve, there is an increasing shift toward data-driven decision-making. Real estate professionals are recognizing the need for accurate, transparent, and real-time data to guide their business decisions and meet client demands. EstateAnalytics is well-positioned to capitalize on this growing demand by offering a platform that not only provides deep market insights but also visualizes data in a way that is easy for agents to present to clients. The growing emphasis on data transparency is evidenced by the increasing reliance on real estate platforms offering market data, predictive pricing models, and neighborhood insights (Statista, 2024).

With real estate becoming more tech-driven, agents are actively searching for tools that help them communicate complex data in a simple and actionable way. EstateAnalytics' focus on real-time data and client-facing visualizations positions it as an essential tool for agents looking to enhance their client interactions and make more informed decisions. By tapping into this rising demand for data-driven solutions, EstateAnalytics has the opportunity to become a critical tool in every real estate professional's workflow.

- **Increased Focus on Customer Experience and Communication:** The real estate industry has increasingly prioritized enhancing the client experience. Real estate agents are shifting their focus from simply transacting properties to building long-term relationships with clients by offering personalized, seamless services. EstateAnalytics can capitalize on this shift by providing interactive data tools that allow agents to share real-time insights with clients during property consultations. According to a 2024 report by Deloitte, the demand for client-facing technology is growing as agents seek ways to offer more personalized experiences that cater to the specific needs of their clients (Deloitte, 2024). By enhancing client communication with tools that visualize property data, agents can foster greater trust, drive engagement, and ultimately close more deals.

EstateAnalytics positions itself as an ideal solution for agents seeking to improve the customer journey by providing not just information but insights that clients can easily understand and act on. This trend toward improving client relationships provides a significant opportunity for EstateAnalytics to further integrate into agents' client engagement strategies.

- **Rising Adoption of Technology in Southeast Asia's Real Estate Market:** Southeast Asia, encompassing countries such as Malaysia, Indonesia, and Thailand, is experiencing a period of rapid urbanization and economic growth,

which is driving demand for more modernized real estate processes. As the middle class in these regions expands, so does the need for better technology to manage property transactions, valuations, and market trends. According to Statista (2024), the real estate sector in Southeast Asia is projected to experience significant growth, with residential and commercial property markets reaching a combined value of over US\$24 trillion by 2025. Despite this growth, the use of advanced real estate analytics tools remains limited, creating a gap in the market for platforms that offer sophisticated data analytics and user-friendly interfaces for real estate professionals.

EstateAnalytics has the opportunity to enter these emerging markets early by offering a comprehensive platform that combines real-time data and data visualization tools for real estate agents. As agents in Southeast Asia begin to embrace technology, they will seek solutions that not only help them analyze property values but also provide insights into market trends, neighborhood dynamics, and future investment opportunities. By capitalizing on this growing demand for tech-enabled real estate solutions, EstateAnalytics can secure a strong foothold in these rapidly developing markets, offering a solution that sets itself apart from traditional methods and helps agents make more informed decisions.

3.3.4. Threats

- **Intense Competition from Established Players:** EstateAnalytics faces fierce competition from well-established companies in the real estate analytics space, such as Cloud CMA, Acaboom, and HouseCanary, which already have a loyal customer base and extensive market reach. These companies offer comprehensive market analysis and property valuation tools, which could make it challenging for a new entrant like EstateAnalytics to gain traction. Additionally, the market leaders may introduce similar features in agent-client communication or data visualization to directly compete with EstateAnalytics' unique selling proposition.
- **Economic Uncertainty and Market Volatility:** Real estate markets are sensitive to economic downturns and changes in interest rates, which can significantly impact transaction volumes and agents' willingness to invest in new technology. A recession or a slowdown in the property market could delay the adoption of tech solutions like EstateAnalytics. As a result, EstateAnalytics might experience slower growth or higher churn rates in difficult market conditions.
- **Regulatory and Legal Challenges:** As EstateAnalytics expands into new countries in Southeast Asia, it must navigate varying data protection and

privacy regulations. In markets like Singapore, there are strict laws such as the Personal Data Protection Act (PDPA) that require businesses to manage and store data responsibly. Similar regulations in other Southeast Asian countries could present compliance challenges and increase the cost of doing business. If these regulatory barriers become more stringent, they may limit the ability of EstateAnalytics to offer its full suite of services without adjustments or operational delays.

3.4. Competitor Analysis

In the real estate analytics space, EstateAnalytics faces competition from both direct and indirect competitors. Direct competitors are companies offering similar products designed to support real estate agents with market analysis, client communication, and property valuations. Indirect competitors, on the other hand, provide tools that, while not focused specifically on agent-client interaction, still offer value to real estate professionals by assisting with market predictions, lead generation, or general property data.

3.4.1. Direct Competitors

One of EstateAnalytics' direct competitors is **Acaboom**, a platform designed to enhance client communication through interactive presentations. Acaboom allows real estate agents to create customized, visually appealing presentations, share detailed property reports, and engage clients in a more interactive manner. This tool facilitates better client engagement, which is a key selling point (Acaboom, 2024). However, Acaboom primarily focuses on presentation creation rather than providing in-depth property analysis that is customized to the clients' preferences, which limits its effectiveness for data-driven decision-making in client consultations.

Another direct competitor is **Cloud CMA**, a comparative market analysis (CMA) tool used by agents to create property reports, pricing strategies, and market insights (Cloud CMA, 2024). Cloud CMA's strength lies in its ability to generate customizable CMA reports, integrating Multiple Listing Service data for up-to-date property information. However, Cloud CMA does not offer real-time data visualization tools for agent-client discussions about the listing or its neighbourhood, which are core features of EstateAnalytics.

HouseCanary is another direct competitor that offers real estate valuation and forecasting tools. It provides agents with accurate property valuations, market trends, and forecasting (HouseCanary, 2024). While HouseCanary excels in data-driven property valuations, it primarily focuses on valuation models and market

trends. EstateAnalytics, by contrast, focuses on offering visualisation features that explain property insights to clients to justify property value and help close deals.

3.4.2. Indirect Competitor

Reonomy, an indirect competitor, provides extensive commercial real estate data and analytics, offering insights into property ownership, transaction history, and market trends (Reonomy, 2024). However, Reonomy is primarily focused on the commercial real estate sector, offering limited tools for residential agents. Additionally, it does not provide features that directly support agent-client communication, a key strength of EstateAnalytics.

4. Our Product

4.1. Differentiation Strategy

Given the current competitive landscape, EstateAnalytics stands out by offering a unique combination of property analytics and client communication tools. Direct competitors like Cloud CMA and HouseCanary provide valuable property data, but their focus is limited to market reports and property valuation. EstateAnalytics enhances this with dynamic data visualizations and interactive tools that agents can use to explain complex data during client consultations.

Additionally, EstateAnalytics fills the gap left by indirect competitors like Reonomy, which focus on lead generation and commercial real estate but fail to offer robust client interaction features or detailed residential property insights. The platform's strength lies in its comprehensive approach: it not only helps agents with market analysis but also empowers them to present this data clearly to clients, thereby improving trust and closing rates.

A key element of EstateAnalytics' competitive strategy is its emphasis on user-friendly, real-time data tools that integrate seamlessly into an agent's workflow. Marketing efforts will focus on showcasing how these tools improve the client-agent relationship, build client trust, and ultimately increase conversion rates.

4.2. Product Features

EstateAnalytics offers a range of features designed to provide agents with a comprehensive property search experience. The Property Price Analysis tool provides users with interactive maps that display median property prices by area, along with filters to adjust the data based on property type, neighborhood, and

other factors. Time-series analysis and box plots further allow users to track property prices over time and visualize trends.

One of the standout features of the platform is Building Analytics (see Figure 1), which provides in-depth data and visual tools to help users evaluate properties on a deeper level. This feature, along with other powerful tools, gives users the ability to assess properties from multiple angles, including historical price trends, proximity to key amenities, and overall neighborhood dynamics.

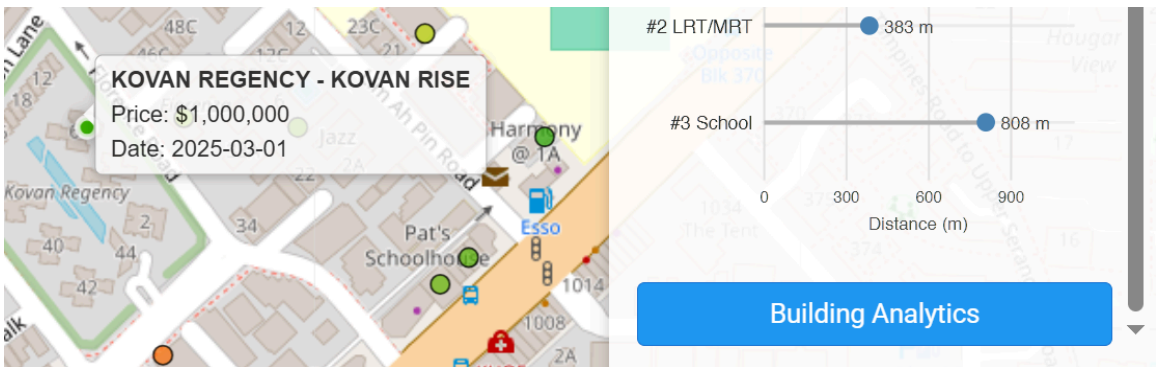


Figure 1: Building Analytics

The Building Analytics feature is central to EstateAnalytics, providing a comprehensive dashboard that helps users evaluate individual properties and understand their market context. For properties like Kovan Regency, users can access rich data visualizations and filters that allow for detailed analysis.

At the core of the Building Analytics tool is the Price Trend Over Time graph (see Figure 2), which shows how the transaction price of a property has evolved over several years. This historical price data is invaluable for assessing long-term trends and predicting future price movements. The graph allows users to adjust the time period, filtering the data to specific years, and offers a clear visualization of how the price has fluctuated. The inclusion of smooth trend lines makes it easy to discern overall price directions, while individual transaction points provide granular insights into price variability.

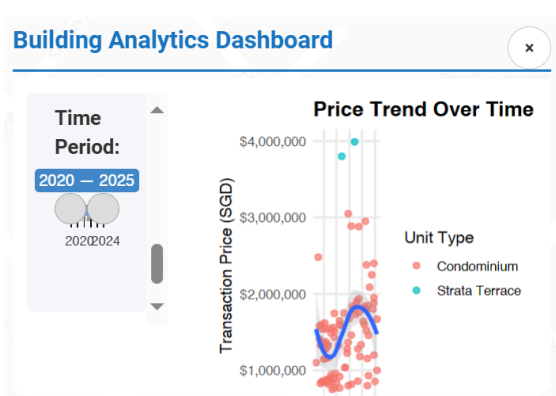


Figure 2: Price Trend over Time

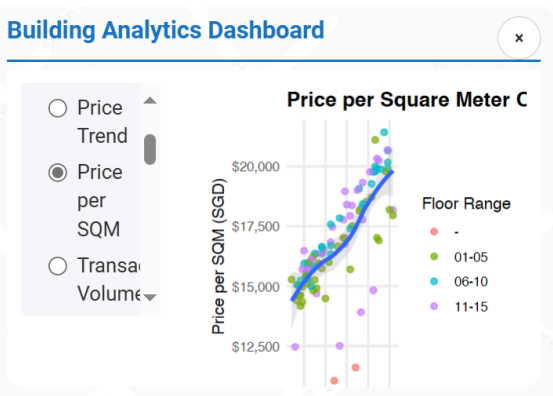


Figure 3: Price per SQM

Additionally, the platform offers an analysis of Price per Square Meter (SQM) (see Figure 3), allowing users to compare the cost efficiency of properties based on size. This metric helps users determine whether a property's pricing is justified by its square footage and how it stacks up against similar properties in the same area.

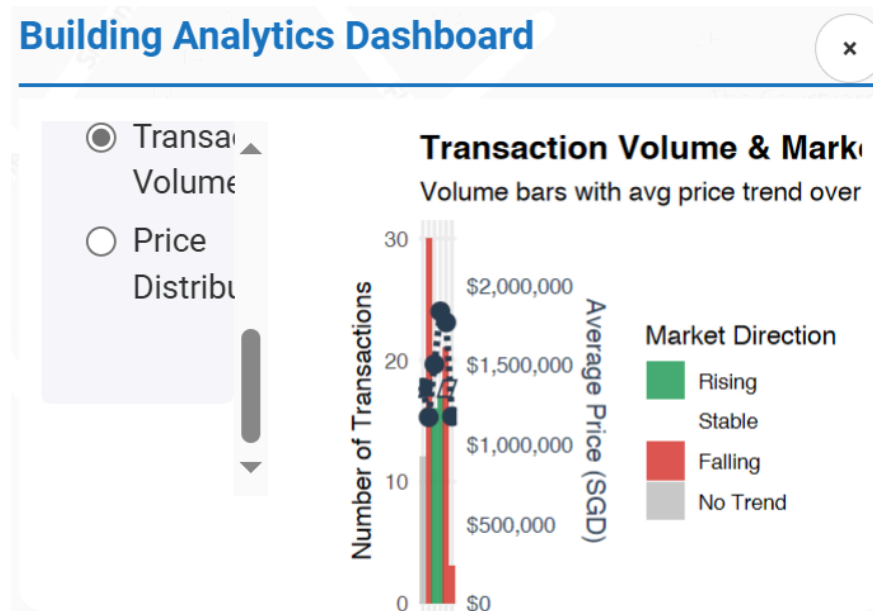


Figure 4: Transaction Volume

Transaction Volume data (see Figure 4) complements the price trend analysis by offering insight into how frequently a property or building is sold. This metric can indicate the liquidity of the property market in that area and provide a sense of how quickly properties in the location are moving. For example, if a building like Kovan Regency has a high transaction volume, it suggests that the area is desirable, and properties are in high demand.

Moreover, the Building Analytics feature includes detailed Proximity Analysis. This feature offers users an interactive map that shows the distances between the property and key amenities such as gyms, schools, supermarkets, parks, and public transportation stations (e.g., MRT and bus stops). For instance, in the case of Kovan Regency, users can see that the nearest gym is just 455 meters away, while the nearest MRT station is 383 meters away and a school is located 808 meters away (see Figure 5). These proximity insights help users assess the convenience of living in a particular area, factoring in not only the distance to essential services but also the overall accessibility of the neighborhood.

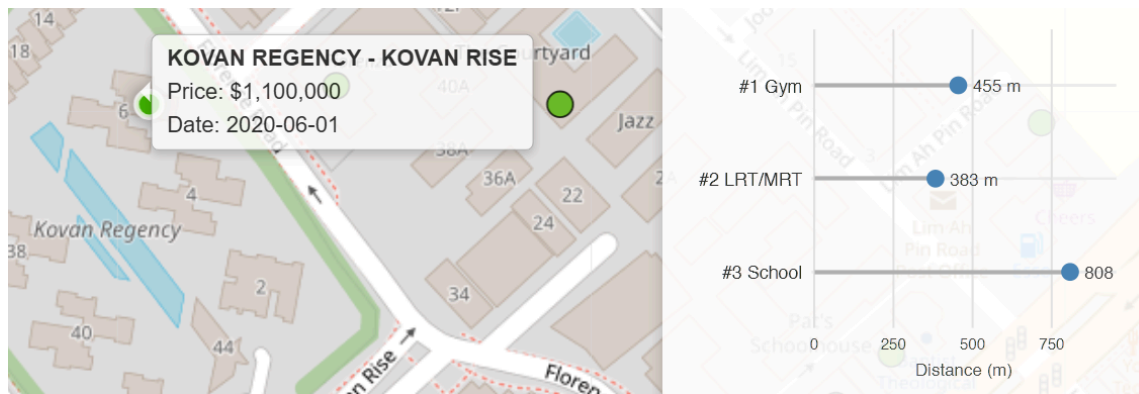


Figure 5: Distance from Kovan Regency to nearby facilities

The Overall Proximity Score (see Figure 6) consolidates this data into a single, easy-to-interpret score that represents the property's overall convenience in relation to its surroundings. Individual scores for each facility are calculated where each score decreases linearly with increasing distance of the respective facility from the property. The weighted average of these scores is computed to obtain the overall proximity score with facilities such as LRT/MRT being given higher weightage to reflect their higher importance. The Overall Proximity Score is a powerful tool for users who prioritize proximity to lifestyle amenities and transportation.

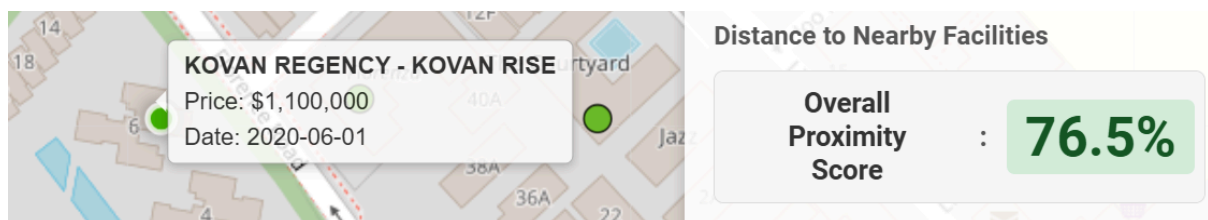


Figure 6: Total Proximity Score for Kovan Regency

Price Distribution and Median Price features provide further depth to the analysis. The price distribution graph (see Figure 7) shows where the price of a specific property fits within the broader market range for the area. Users can quickly compare the property's price to the median price for similar buildings in the same location. For instance, the Kovan Regency has a median price of \$1,375,000 (see Figure 7), which helps users understand whether the property is priced above or below the local market median.

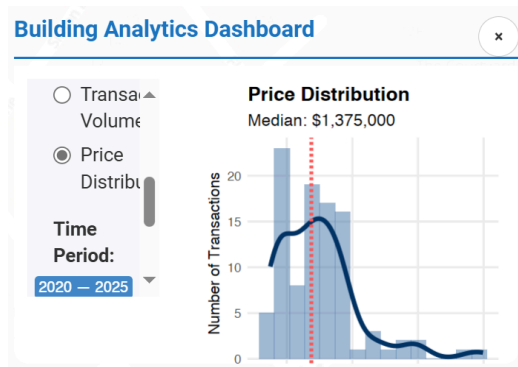


Figure 7: Price Distribution for Kovan Regency

Finally, the Unit Type Comparison tool allows users to compare different types of units within a building (such as condominiums and strata terraced houses). This feature helps users understand how different unit types within the same property or building complex are priced, making it easier to decide on the best unit based on their budget and needs.

Beyond building-specific analytics, EstateAnalytics offers powerful tools for assessing the neighborhood and lifestyle characteristics that influence property value. The Neighborhood Explorer tool helps users understand the local area by analyzing the density and distribution of amenities like schools, parks, supermarkets, and recreational facilities. This gives users a clear view of the lifestyle offered by the neighborhood and its suitability for their needs.

The Lifestyle Match feature adds another layer of personalization by allowing users to define their preferences (e.g., proximity to childcare, access to green spaces, transportation links) (see Figure 8) and rank them based on their perceived relative importance. The proximity score will be calculated based on the ranking specified by the user - i.e. the facility ranked at the top of the list will be given the highest weightage and the weightages decrease progressively down the list. This helps users find areas that align with their unique lifestyle requirements, such as proximity to public transport or family-friendly facilities.

Select Nearby Facilities

Choose facilities:

- ☒ Childcare Centre
- ☐ Gym
- ☒ LRT/MRT
- ☒ Park
- ☐ School
- ☐ Supermarket

Prioritise selected facilities (drag to reorder):

Park
LRT/MRT
Childcare Centre

Figure 8: LifeStyle Match Feature - in this case, parks will be given the highest weightage followed by LRT/MRT stations and then childcare centres in calculation of the proximity score

The platform incorporates dynamic and interactive visualizations, enabling users to engage with data in a more intuitive way. Heat maps, choropleth maps, and time-series charts help users visualize complex property data such as price trends, neighborhood pricing distributions, and the density of amenities. These visualizations provide a clear, at-a-glance view of the property market, making it easier to compare properties, understand trends, and make decisions based on data-driven insights.

The Visualization Control Panel allows users to filter data by different parameters such as room type, property size, and time period. This flexibility ensures that users can tailor their search and analysis based on specific needs and preferences, enabling more accurate comparisons between different properties or neighborhoods.

5. Business Model

EstateAnalytics operates on a subscription-based model that provides real estate agents and agencies with access to a comprehensive suite of data-driven tools for enhancing client consultations and decision-making. The platform's primary revenue stream comes from monthly and annual subscriptions offered to individual agents and real estate agencies. This model ensures recurring revenue and provides flexibility for users to choose plans that best fit their needs.

5.1. Revenue Streams

- a. **Individual Agent Subscriptions:** EstateAnalytics will offer **tiered subscription plans** tailored to individual agents. These plans will provide agents with varying levels of access to the platform's features, including data visualizations, market insights and client communication tools. The tiered pricing model allows agents to choose the package that aligns with their business size and needs, ranging from basic access to premium features.
 - i. **Basic Plan:** Includes core features like property price visualizations and market trends.
 - ii. **Pro Plan:** Adds advanced features such as detailed neighborhood comparisons, and automated reporting.
 - iii. **Premium Plan:** Offers full access to all platform features, including advanced AI-driven tools for property forecasting and extensive client communication tools.
- b. **Value-Added Services:** EstateAnalytics may offer additional value-added services for agencies and high-volume agents, including custom reports, personalized data analysis, and consultation services on best practices for integrating the platform into their business processes. These services can be

offered at an additional cost, generating extra revenue while providing personalized support to users.

5.2. Cost Structure

EstateAnalytics will operate with a **scalable cost structure**, focusing on a few key areas of expenditure:

- a. **Software Development and Maintenance:** Continuous investment in platform development, improving data analytics capabilities, AI integration, and user interface enhancements.
- b. **Marketing and Customer Acquisition:** Significant investment in digital marketing campaigns, content marketing, partnerships with real estate agencies, and industry events to acquire new users and expand the brand.
- c. **Customer Support:** Providing high-quality customer service through online support, tutorials, webinars, and dedicated account management for premium users and agencies.
- d. **Data Acquisition and Licensing:** EstateAnalytics relies on accurate real estate data to drive its analysis, so a portion of the budget will be allocated to acquiring and licensing data from third-party sources, ensuring that the platform's insights remain current and reliable.

5.3. Scalability

The subscription-based model ensures scalability, as the business can grow rapidly with relatively low incremental costs. As EstateAnalytics expands into new markets like Malaysia, Indonesia, and Thailand, the platform can quickly onboard new users without the need for significant infrastructure changes. Additionally, offering cloud-based services allows for seamless global expansion, enabling agents in different regions to access the platform without significant investment in local infrastructure.

6. **Conclusion**

EstateAnalytics is poised to become a game-changer in the real estate industry, addressing the critical gap in tools available for agent-client communication. This focus on improving the client consultation process sets it apart from traditional real estate tools that primarily focus on lead generation or transaction management.

The platform's subscription-based business model, combined with its scalability, positions it well for growth in Singapore and the broader Southeast Asian market. As the demand for data transparency and tech-driven solutions continues to grow in

real estate, EstateAnalytics has the opportunity to meet this demand and become an indispensable tool for agents across the region.

With a strong market opportunity, a unique value proposition, and a clear roadmap for expansion, EstateAnalytics is well-positioned to succeed and become a key player in the real estate technology landscape.

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