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Healthpeak Properties - Analytical Tools

National Benchmark Forecasting

The National Benchmark occupancy and rent rate visualizations were created using SAS and Arima 3-1-1 statistical models. In addition, the SAS correlation procedure and Pearson correlation coefficients were leaned heavily on in order to come to trends and insights conclusions.

In order to use SAS for these forecasting models it was necessary to export the tabs from the originating spreadsheet and code them into my SAS system locally. Some transformation of data was necessary throughout this project, especially in order to have the ability to produce time series data models.

Metropolitan Performance Forecasting

DOMO was the main tool used for the Metropolitan forecasting performance. DOMO provides the ability to quickly assemble data into cards and dashboards with the ability to tie in varying datasets in order to evaluate them together and at a glance.

The cards were assembled into a dashboard order to provide side by side comparisons and enable the answers to the business questions regarding Home Values, Income, and the over 80 population data. It was necessary to clean and transform data from the original Excel file, each corresponding tab exported from the original sheet and into the local DOMO system on my end.

Market Rate Evaluation

The market rate evaluation section was created using Excel pivot tables and charts and allowed the extraction of information regarding rent values versus payments for the varying units and communities available. Similar Excel pivots and charts were used in order to build the second chart corresponding to communities offering steep discounts to residents.

Further Insights and Investigation

It would prove beneficial to have access to a wider array of data, internal and external, as well as an increase in time allowance to dive deeper into this project. Harnessing external data would allow the communities to remain competitive on unit pricing, while undercutting the competition in surrounding communities. Predictive modeling and forecasting of other external datasets could also prove monumentally useful, such as issues that can affect the target 80+ populations. If this data is true and current, there will likely prove to be a large impact to the 80+ population in the New York communities due to the present pandemic!

Given a longer timeframe, R programming would have been an analytical tool of choice that I would have incorporated into this project. R can provide for increased mathematical and statistical tests results of these datasets, uncovering even further insights and trends. This approach would enable diving far deeper into the data and producing increased correlations and forecasts.

Thank you for your time and consideration. I'm happy to answer any further questions you may have.

Sincerely,

Kristine Plunkett