

#APARTMENTALIZE

# The Age of AI

Business Intelligence Today and Tomorrow

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June 13-16, 2018  
San Diego

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# Meet the Experts



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# Polling Question #1

What comes to your mind when you hear “Artificial Intelligence”?

1. The Matrix
2. A helpful tool for humans
3. Reduced workforce / robots taking jobs
4. A smarter, more integrated world
5. Terminator



# BI Today

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- What is it?
  - Who is using it & when



# BI Today

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- Success stories
  - Driving revenue
  - Improving operations
- Pain points
  - Finding & fixing data issues
  - Illuminating missing data points

# BI Today

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- To get the most from your BI
  - Standardize data across systems or use one system
  - Integrate with pricing & marketing
  - Know the quality of your data

# BI Today

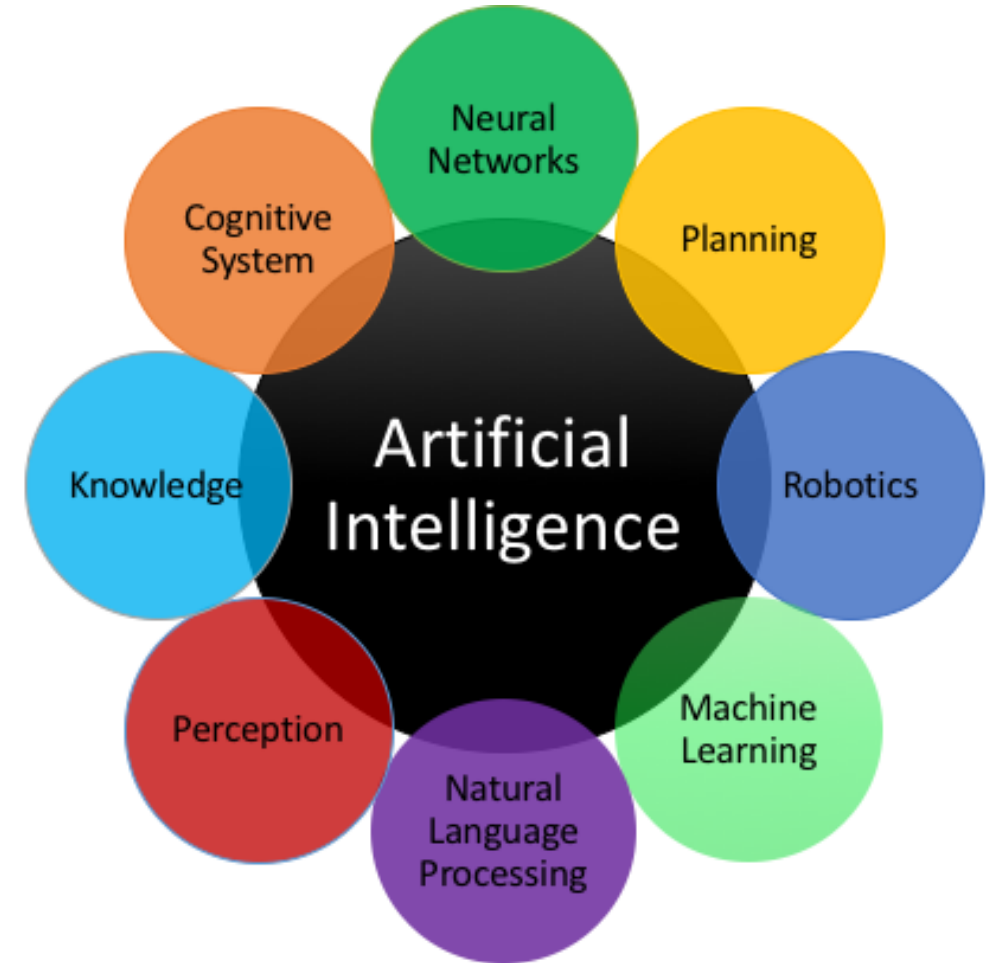
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- Key measures & how to use them
  - Operational statistics
  - Financials
  - External data



# Beyond BI: Artificial Intelligence

- What is AI?
  - Artificially created ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings



<https://www.scoro.com/blog/artificial-intelligence-predictions>

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# Beyond BI: Artificial Intelligence

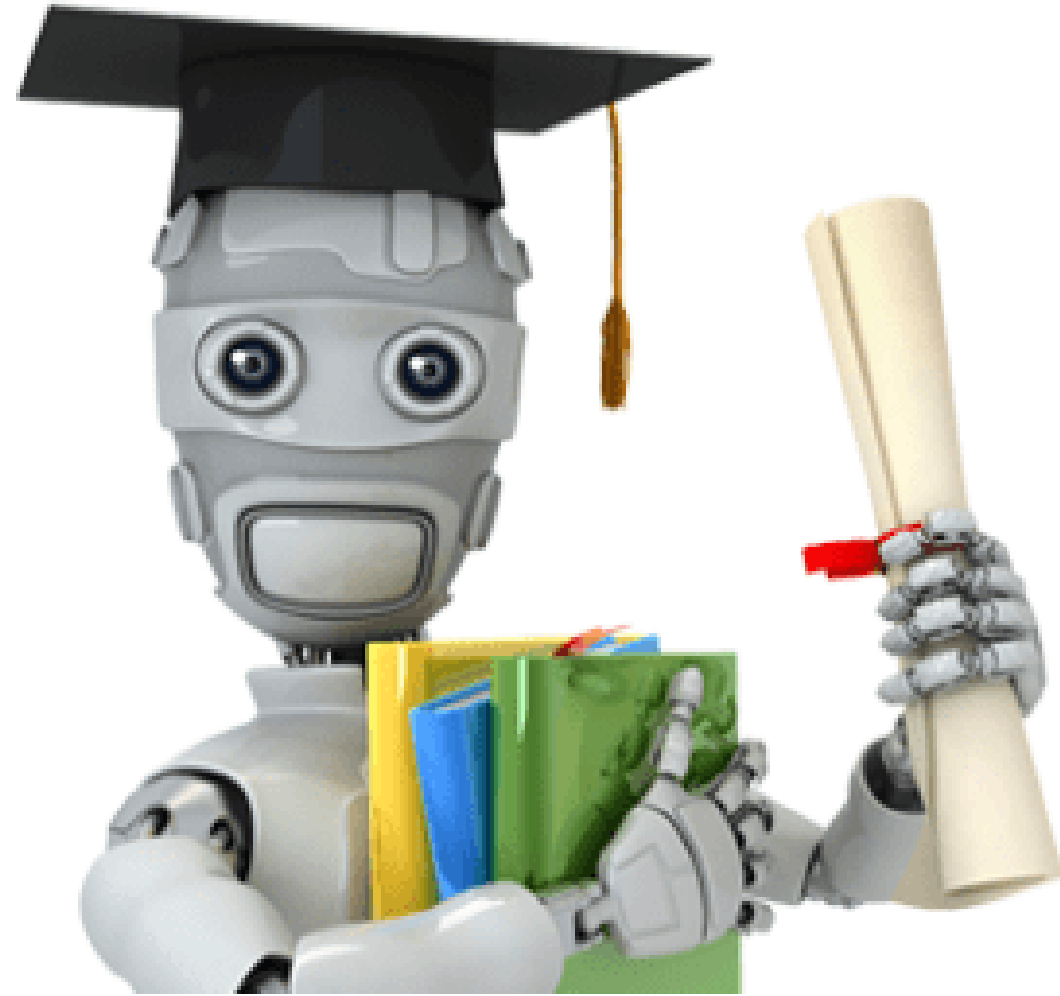
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- Digital assistants
  - Google Duplex, Alexa, Cortana, Siri, Bixby
- CAD design for buildings
- Data science & machine learning

# Beyond BI: Machine Learning

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- AI that uses the past and correlates multiple data points to make predictions about the future – and as a result, becomes more intelligent over time



# Beyond BI: What's Coming to MF

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- Predictive & prescriptive analytics
  - Machines vs. humans as interpreters of data
- Look at inefficiencies at the property level and/or bottom line
- Good data is the starting point
  - Data audits
  - Processes must be correct so you can trust the numbers at the top

# Practical Applications for AI Today

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- Be more efficient: scale up business without needing to increase resources
- Be more lean: untether staff so they can focus more on customer service
- Increase data integrity: less human data entry = less human error
- Improve planning for budgets, unit turns, etc.

# Polling Question #2

In what areas do you see AI making an impact for your business?

1. Operations
2. On-site
3. Acquisitions & dispositions
4. Construction
5. All of the above

# ... And Coming Soon?

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- Automated leasing, chat bots
- Drone technologies
- Smart homes & energy efficiency
- Preventative maintenance
- Building design
- Customer interactions (rent payments, etc.)



# Lingering Questions

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- How do we best use the time/resources that will be freed up?
- Where do we draw the line when selecting relevant inputs into the model?
- How do we mitigate the impacts of human biases built into models?
  - Consider implications for fair housing, etc.

# Getting Started

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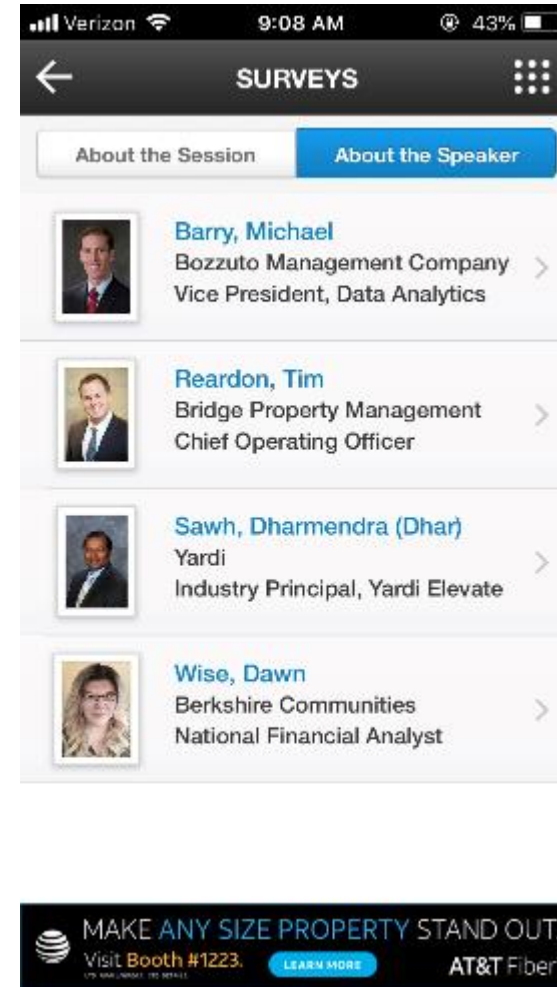
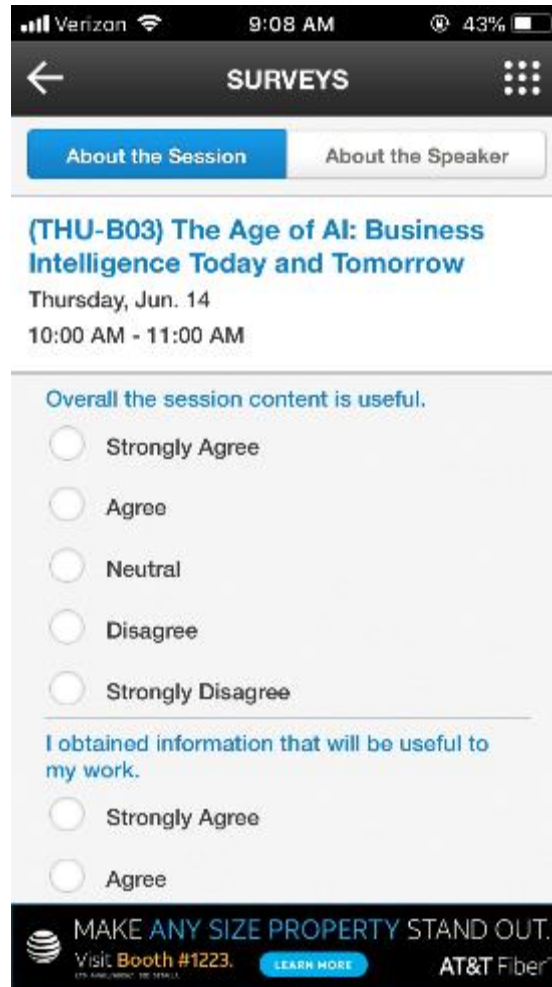
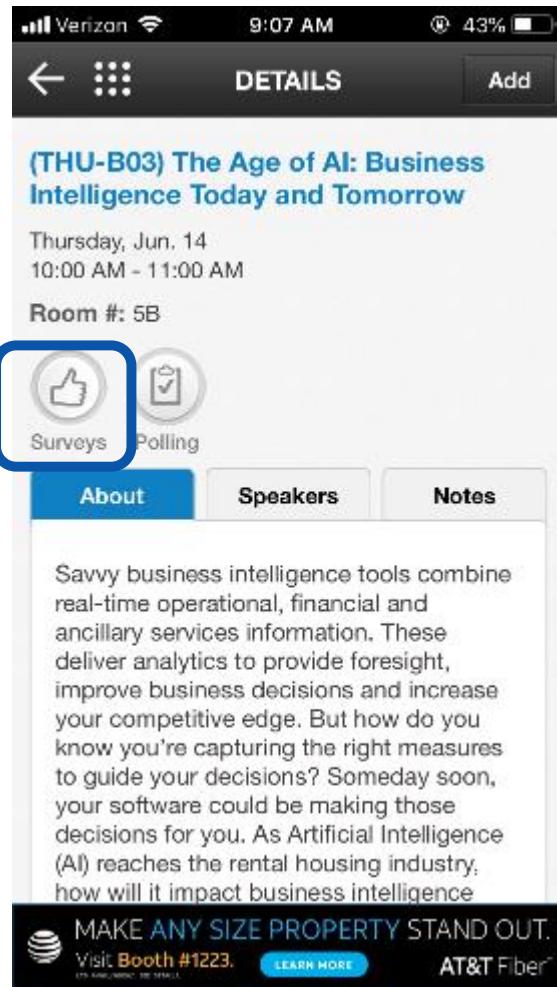
- Good data, complete data, clean data!
- Train for transparency so you can improve on the data
- Targeted application: the fallacy of AI is that it can do it all at once
- Look at centralizing multiple data sources
- Move towards interaction between systems: build it & learn as you go
- Often the biggest impact is improving the use of information & consuming the data we already have

# Q&A

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- What additional questions do you have?

# We want your feedback!



# Contact Information



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