



LONE WOLF
TECHNOLOGIES

DATA SCIENCE

A BEGINNER'S GUIDE FOR REAL ESTATE BROKERS



If you've been on the internet in the past few years, no doubt you've come across terms like:

ARTIFICIAL INTELLIGENCE
MACHINE LEARNING
ALGORITHMS
DATA SCIENCE

These terms sure sound intimidating, and even more so when you hear about the urgent need for businesses to adopt them!

A myriad of questions come to mind:

**WHAT EXACTLY IS
DATA SCIENCE?**

**HOW WILL IT AFFECT
MY BUSINESS?**

**WHAT DO I NEED TO
DO TO MASTER IT?**

**WILL ROBOTS
REPLACE HUMANS?**

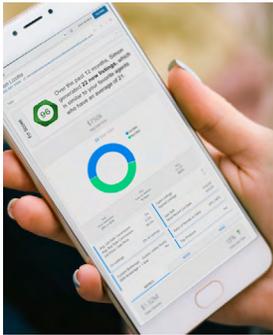
Rest assured, you're not the only one who is overwhelmed and confused by this. So in this eBook, we're simplifying data science for you. We'll break down the basics, look at how different industries are excelling with it, and examine the massive potential it presents for real estate brokers in their business.

Ready to demystify data science?

CLICK THROUGH AND LET'S BEGIN.

DATA SCIENCE

CONTENTS



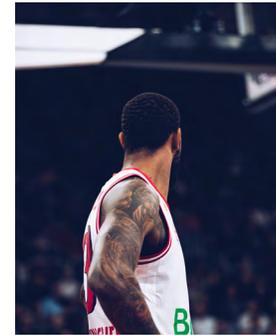
04

WHAT IS
DATA SCIENCE?



05

DATA SCIENCE
+ RETAIL



06

DATA SCIENCE
+ SPORTS



07

DATA SCIENCE
+ HEALTH CARE



08

DATA SCIENCE
+ REAL ESTATE



09

DATA SCIENCE
+ YOUR BROKERAGE

DATA SCIENCE

+ RETAIL

BIGGER BUCKS

Retailers are always on their toes to understand more about their customers—who they are, what they like, what they buy, how they buy, and how they feel about products and brands. Data science offers boundless opportunities for retailers to increase customer loyalty and engagement, improve products and service offerings, anticipate changing trends, and consequently improve their profits. Today, data science is helping retailers optimize the stock on the basis of social media data, web search trends, and even weather forecasts.

HOW **STARBUCKS** USES DATA TO UNLOCK THE RETAIL ADVANTAGE

Personalized customer experience

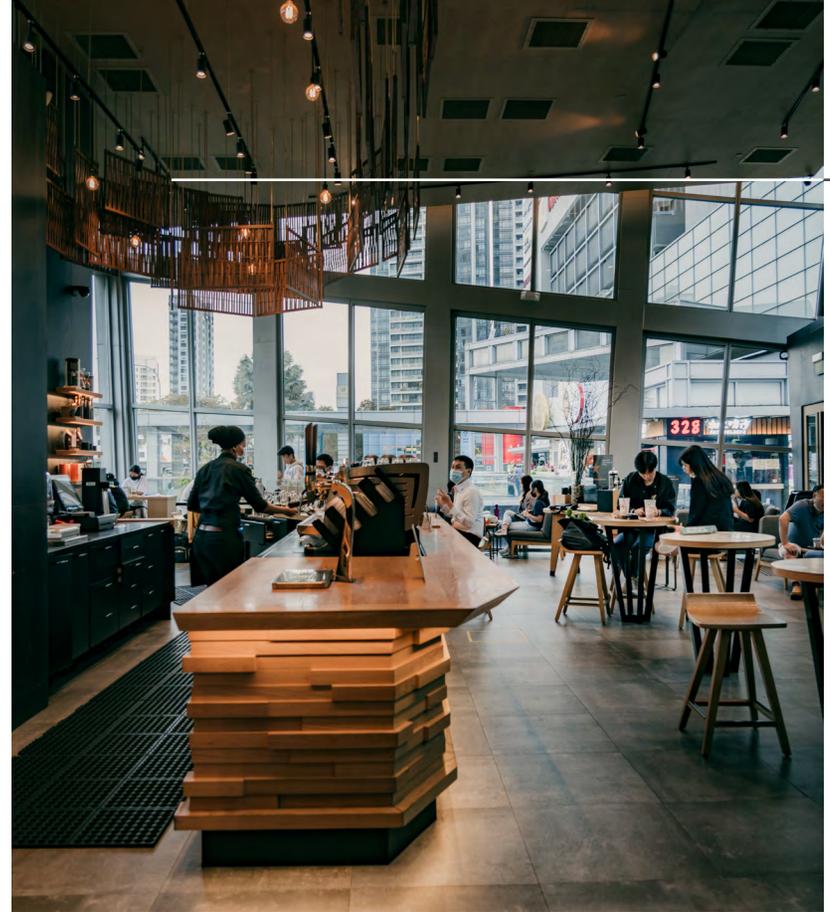
With more than 16 million active members, the Starbucks Rewards loyalty program is the company's biggest tool to gain consumer insights. From offering dynamic menus based on customers' tastes, preferences, time of day, or weather to allowing online ordering through a virtual barista—Starbucks uses its AI engine to provide an exceptional customer experience at every touchpoint. Not only has the company created an intensely loyal customer base, but it also attributes **40%** of its revenues to the Rewards program.

Sophisticated location planning

Starbucks uses location analytics to identify locations to open new stores based on the profitability potential. Information like population density, traffic, and income levels are used to identify sustainable and viable locations.

Advanced in-store experience

With its AI-powered Deep Brew program, Starbucks is able to track its inventory, anticipate staffing requirements, and optimize resources for better bucks and higher cost savings!



DATA SCIENCE

+ SPORTS

STRONGER PLAYERS

Data science is fueling incredible advances in professional sports, helping organizations gain better understanding of how to help their players win on the field and improve in training. From determining the fitness of an athlete to their level of fatigue, and from designing the optimal lineup for victory to enhancing the experience for the fans, data is changing the way sports works.

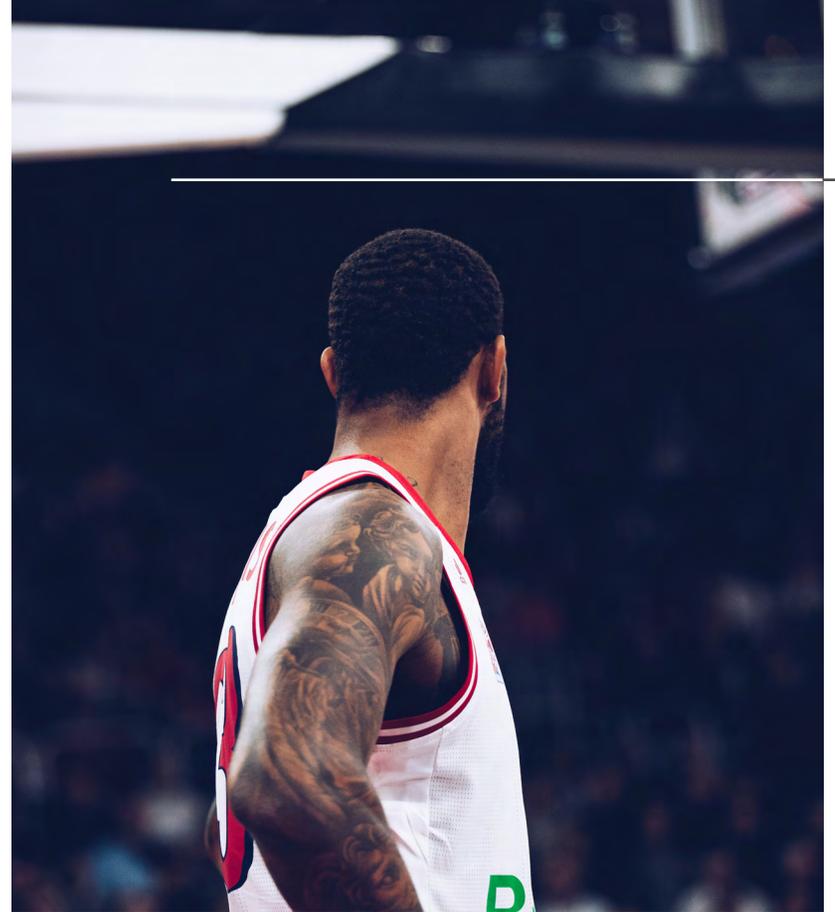
For all sports across the board, data is making it possible to improve players' health and performance and creating stronger players.

Here's how pro basketball is leading the way:

- Nearly every pro basketball team has a full-time data analyst who is responsible for identifying trends to improve practice habits and playing tactics.
- **Data analysis paved the way for a significant increase in 3-point shooting over the last few years.**
- Players now monitor their fitness, sleep, and fatigue levels through wearables to train more effectively and improve their performance.

FUN FACT:

The movie Moneyball (2011) shows how Billy Bean, the general manager of a pro baseball team, used Sabermetrics to build a winning team. Rather than scouting by intuition and experience, Bean drafted prospects based on their on-base percentages in batting, pitching, and fielding. Or, in other words, data science. It was a completely groundbreaking approach to the way baseball franchises (and all professional sports organizations) evaluated players and built their teams to win.



DATA SCIENCE

+ HEALTH CARE

SMARTER PREDICTIONS

The healthcare industry generates and stores nearly 30 percent of global data in the form of electronic medical records, genetic information, wearable data, clinical trials, patient databases, social media, and scientific research.

TIDBIT *AI applications, such as wearables and personalized apps, have the potential to save 400,000 lives annually in Europe due to timely monitoring and diagnosis by professionals.*

Some of the ways data science continues to revolutionize healthcare include:

Drug discovery - Machine learning and AI are helping speed up the tedious process of drug discovery by simulating the reaction of a drug and determining the potential for further evaluation.

Disease prevention - Wearables, smart tracking devices, and predictive analysis are paving the way for the prevention and management of common diseases like diabetes, hypertension, asthma and more.

TIDBIT *A Canadian startup 'Awake Labs' tracks data of children with autism through wearables to alert parents before a possible meltdown.*

Diagnosis - Data science is making it ever easier to interpret MRIs and X-rays, detect tumors and organ anomalies, **and even predicting the onset of diseases much earlier than traditional tools.** With data, it is very possible that future clinical trials will potentially include everyone, and not just a small sample.

Treatment - Personalized care and precise prescriptions are also now possible, thanks to the emerging field of gene therapy. AI and machine learning are being deployed to develop solutions to promote health and combat infectious diseases in resource-constrained areas.



"Hiding within those mounds of data is knowledge that could change the life of a patient, or change the world,"

ATUL BUTTE, MD, PhD, Associate Professor of Pediatrics at Stanford

DATA SCIENCE

+ REAL ESTATE

BETTER PLAYERS, PREDICTIONS, AND PROFITS

But how does data science apply to real estate?

Just like all other industries, real estate is moving headlong into the future, and those who take the lead with data are setting themselves up for long-term success.

Faster transactions, automated valuations, predicting the future property prices, and maximizing the return on investment—there's a lot for the real estate industry to unlock data's benefits!

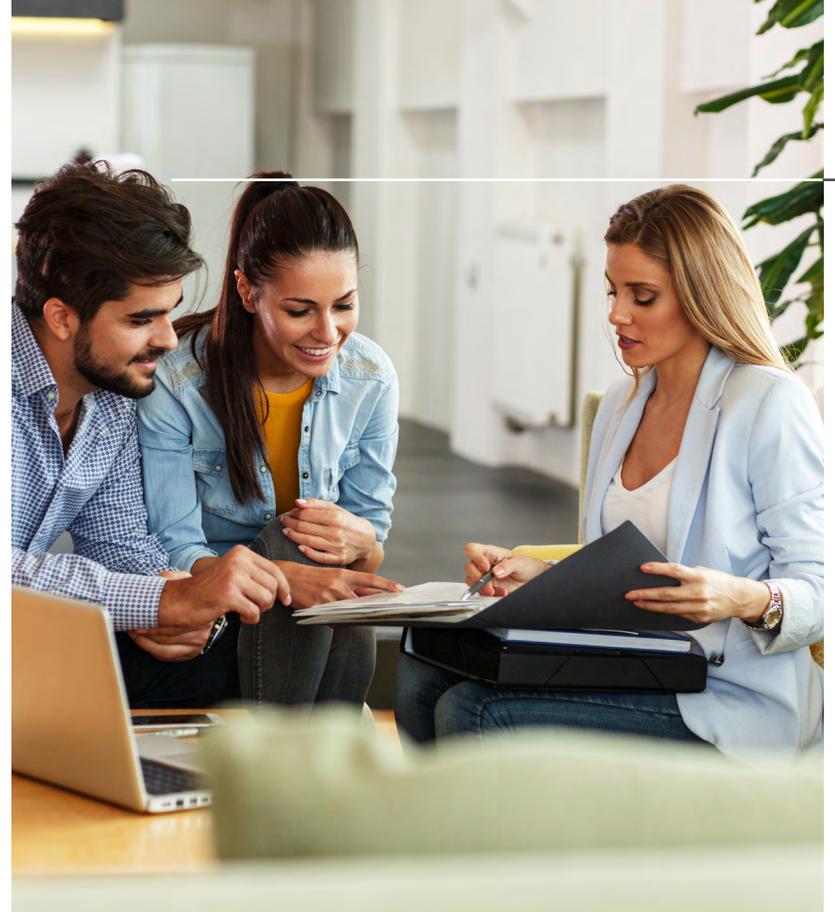
For your brokerage, too, data is constantly being produced and flowing in from various sources like MLS, transactions, and back office. This untapped pipeline has a wealth of information that can be unveiled to directly improve your business.

Revisiting our earlier examples—we can see several similarities between **REAL ESTATE, RETAIL, SPORTS, AND HEALTHCARE.**

- Brokerages process thousands of data points from transactions, just like Starbucks.
- Brokerages have a constantly changing roster of agents that need coaching, just like pro sports teams.
- Brokerages also need timely diagnosis and treatment of problems, just like in healthcare.

You already have the data, and now the technology is available, too.

Let's look at two new solutions, in particular, to see how data science can improve your brokerage performance and profits today.



DATA SCIENCE

+ YOUR BROKERAGE

HOW TO BRING DATA SCIENCE INTO YOUR BROKERAGE

RECRUITING

One of the biggest challenges brokers face is building a team of agents that are not only productive—but that are the right fit for the brokerage. Many brokers tell us that finding the right agents is like finding a four-leaf clover—not impossible—but impossibly hard.

Some brokerages target top producers, only to face fierce competition and giving up favorable commission splits to win those agents. Others cast a wider net to recruit as many agents as possible, but end up having low-producing agents on their team—despite investing valuable time and resources to train them.

Luckily though, **AI and machine learning have made it possible to use public MLS data** for locating and finding the agents that aren't only better performers ... but performers who are better aligned a brokerage's goals.

THIS IS WHAT BROKERMETRICS® DOES

BrokerMetrics® combines real estate recruiting software with data analytics for brokers. Complement your real estate intuition with market knowledge, and build an educated and motivated real estate salesforce.

>> [LEARN MORE ABOUT BROKERMETRICS® HERE](#) <<



DATA SCIENCE

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PROFITABILITY

Brokers are under a perpetual pressure to boost their profit margins.
Ensuring profitability when costs are constantly on the rise seems like a daunting task.

- Can a brokerage gain control over its profitability?
- Can a brokerage know which agents are more productive and profitable?
- Can data be used to make strategic decisions to boost brokerage profitability?

If you've been reading this far, you'll know the answer to all these questions is a

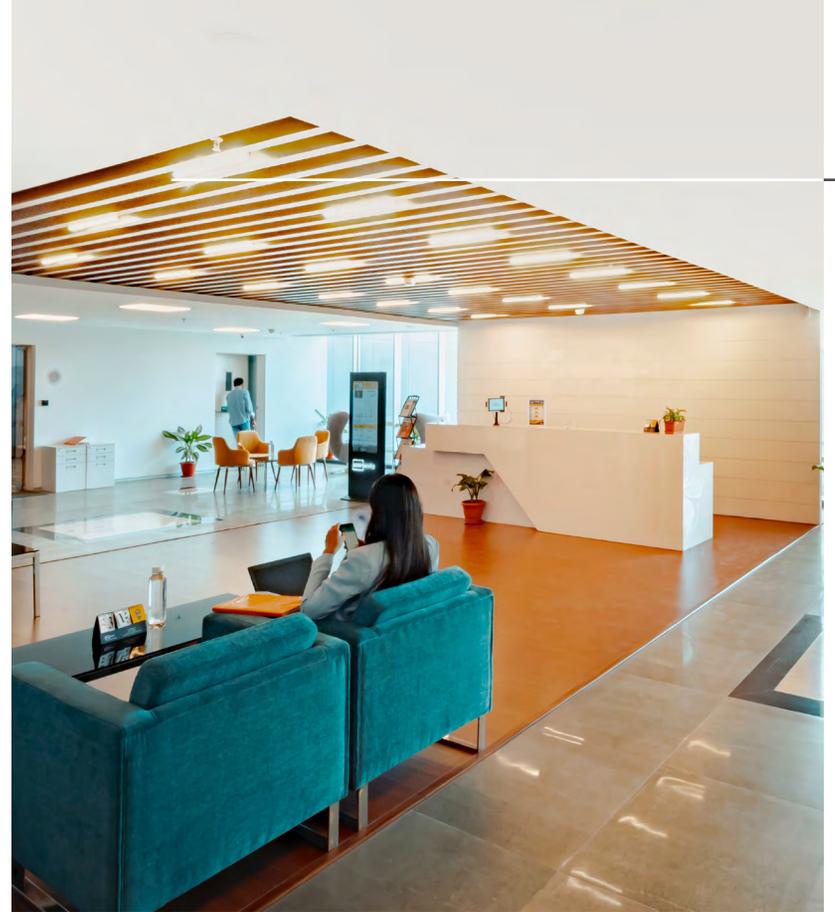
BIG YES.

Lone Wolf's Insights is an AI-enabled solution tool that reads into the brokerage's back office data and translates it into easily actionable insights.

It gives **real time insights into key metrics like sales volume, Gross Commission Income (GCI), and company dollar** to proactively prioritize coaching and retention efforts, monitor and compare agent performance, and base profitability goals based on real data.

Insights then uses the power of visualization and storytelling to combine artificial intelligence with human intelligence—to give the power of profitability, directly into broker's hand, literally.

[>> LEARN MORE ABOUT INSIGHTS HERE <<](#)



PUT THE POWER OF DATA SCIENCE

IN YOUR HANDS

MAKE SMARTER DECISIONS AND CRAFT
THE RIGHT TEAM FOR YOUR BROKERAGE.



BROKERMETRICS®

Recruiting and data analytics for brokers

Empower your team with market knowledge and create an educated and motivated sales force driven by growth.

INSIGHTS

Your ultimate broker command center

Its AI-enabled system generates snapshots of sales forecasts, GCI, and company dollar, translating numerical nightmares into digestible insights for greater profitability.



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