



RPA COMPASS

REAL ESTATE ANALYSIS
IN REAL TIME

PRICES, SUPPLY AND DEMAND DYNAMICS

PROBLEM

LACK OF OPERATIONAL DATA



loss
revenue

~20

mIn \$* in 1
residential complex

RPA COMPASS



Underestimating competitors' pricing



Erroneous forecasts on revenue and terms of implementation



Financial and time costs of data collection



Low conversion of sales departments

COMPETITORS COMPARISON

PARAMETER	RPA COMPASS	COMPETITORS
Technology	RPA	Data parsing
Telegram Bot	Yes	No
Frequency	Daily	1 time per month
Price \$	3000	2000/3000

RPA COMPASS



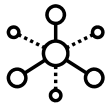
Digital transformation



Automation of information collection and analysis



Reducing data acquisition costs



Multitasking



RPA

ROBOTIZATION
PROCESSES

DECISION

REAL ESTATE MARKET ANALYSIS

IN REAL TIME

DECISION

PRICING COMPARISON \$

**NOT RECEIVED
REVENUE – 2 \$ MILLION/MONTH**

		ON SALE						SOLD					
NAME OF THE RESIDENTIAL COMPLEX	ROOMS	QTY	PRICE	PRICE OF COMPETITORS	%	\$	QTY	PRIC	PRICE OF COMPETITORS	%	\$		
Light valley	1	490	129,91	145,90	-10,96%	-259 923 073	69	135,38	155,97	-13,20%	-38 953 828		
	2	547	134,99	134,99	-18,43%	-588 845 902	52	115,65	141,35	-18,18%	-63 683 634		
	3	230	123,07	123,07	-21,11%	-387 147 193	21	100,59	133,54	-24,68%	-11 362 753		
Summer	1	46	168,74	139,96	20,56%	28,78	69	167,91	151,15	11,08%	16,75	46 976 677	
	2	73	148,24	122,87	20,64%	25,37	52	146,63	128,38	14,21%	18,24	57 034 183	
	3	13	135,91	106,28	27,88%	29,63	21	135,45	126,44	7,13%	9,01	18 358 537	

DECISION

PRICING COMPARISON %

PRICE SQ.M.
BELOW THE MARKET BY 25 %

		ON SALE						SOLD					
NAME OF THE RESIDENTIAL COMPLEX	ROOMS	QTY	PRICE	PRICE OF COMPETITION	ВЫГОДА +/-	QTY	PRICE	PRICE OF COMPETITION	ВЫГОДА +/-	QTY	PRICE	PRICE OF COMPETITION	ВЫГОДА +/-
Light valley	1	490	129,91	-10,96%	-259 923 073	65	135,38	-13,20%	-38 953 828	61	115,65	-18,18%	-63 683 634
	2	547	134,99	-18,43%	-588 845 902	6	100,59	-24,68%	-11 362 753				
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Summer	1	46	168,74	139,96	20,56%	28,78	63 564 056	69	167,91	151,15	11,08%	16,75	46 976 677
	2	73	148,24	122,87	20,64%	25,37	123 773 715	52	146,63	128,38	14,21%	18,24	57 034 183
	3	13	135,91	106,28	27,88%	29,63	43 049 300	21	135,45	126,44	7,13%	9,01	18 358 537

DECISION

SALES/PRICE DYNAMICS

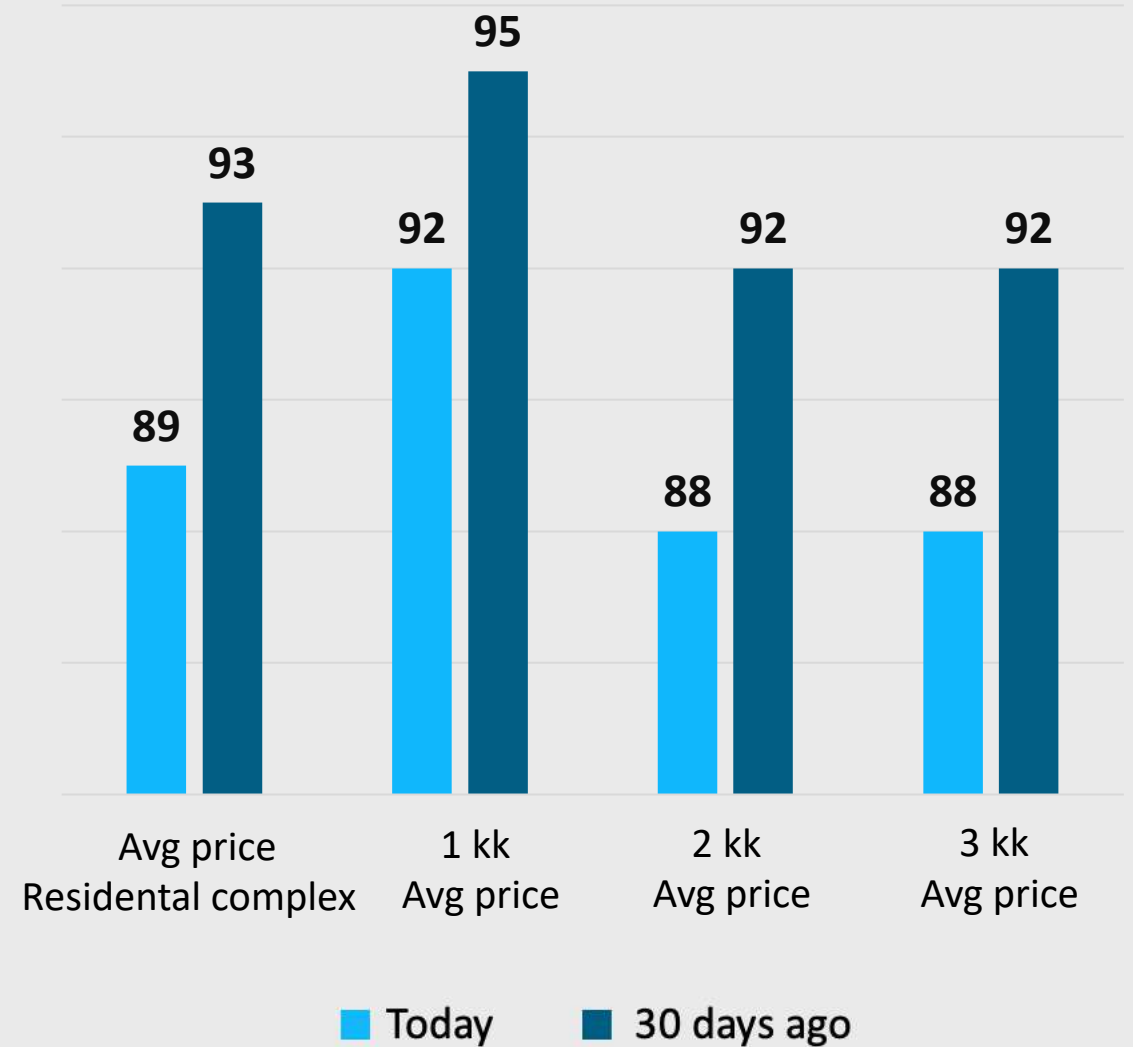
LOTS, REVENUE, PRICE SQ.M., AREA

RPA COMPASS

ON SALE		
TOTAL, PCS.	TOTAL, \$	TOTAL, AREA
28	264 mln	2,52 thds

ROOMS	SOLD	BUDGET
1	5	27 750 000
2	9	76 950 000
3	14	159 750 000

DYNAMICS PRICES PER MONTH



DECISION

BASIC PARAMETERS

FLOOR	QTY	PRICE	BUDGET	AREA
10	8	160,31	4,20	26,2
9	7	159,74	4,19	26,2
8	7	159,24	4,18	26,2
7	8	157,89	4,25	26,9
6	7	161,53	4,29	26,5
5	7	158,08	4,14	26,2
4	8	157,74	4,13	26,2
3	7	156,50	4,17	26,7
2	8	159,04	4,22	26,5
1	4	142,13	3,65	25,7

BASIC PARAMETERS

LOTS, PRICE SQ.M., BUDGET, AREA

NUMBER OF DAYS FROM START TO SALE

FLOOR	STUDIO	1	2	3	TOTAL
10	17,0	18,6	15,8	10,5	15,6
9	8,0	11,0	18,5	10,4	14,3
8	10,0	19,3	13,8	13,7	14,5
7	7,0	19,4	15,5	15,0	15,6
6	10,0	27,3	9,8	15,4	14,2
5	10,0	18,2	13,2	11,0	14,7
4	18,0	20,0	12,7	12,8	13,9
3	13,5	12,0	10,3	13,2	11,6
2	23,0	12,6	11,5	11,6	12,1
1		13,8	3,5		10,3

DECISION SUPPORT

IN REAL TIME



revenue
~20
mln \$* in 1
residential complex

RPA COMPASS



Revenue forecasts and implementation dates



Automation of information collection



Reducing data acquisition costs



Insiders on competitors

PILOT

RPA COMPASS

FIRST
MEETING

DATA FROM
CUSTOMER

CUSTOMIZATION
THE ROBOT

COLLECTING
DATA

PRESENTATION
RESULTS

PILOT
CONDITIONS

INVESTIGATED
8 RESIDENTIAL
COMPLEX

DEVELOPMENTS
ENVIRONMENTS

MONITORING
LOCATIONS

PRICE
LANDSCAPE

THE DURATION OF THE PILOT IS 1 MONTH

ACHIEVEMENTS



CUSTOMERS

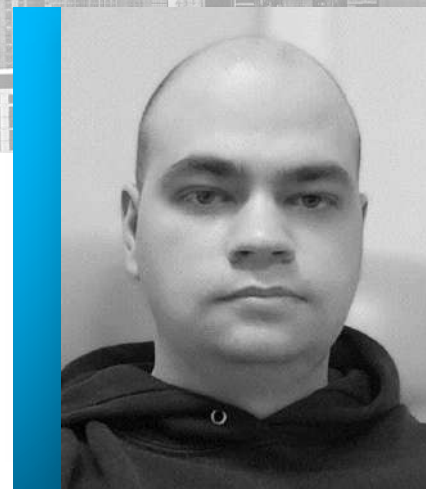


TEAM



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Sales



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C#
SQL



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Technical Director

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Big Data
Machine learning



Evgenia Ilyina
Analyst

BI-development
Analysis
Support





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