

From Propensity to Sell and Price Predictions to Cognitive Recommendations using Real Estate standard Ontology

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**ACCELERATING
THE REACH
OF DATA STANDARDS**

SPEAKERS



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Insights we are on a path to generate

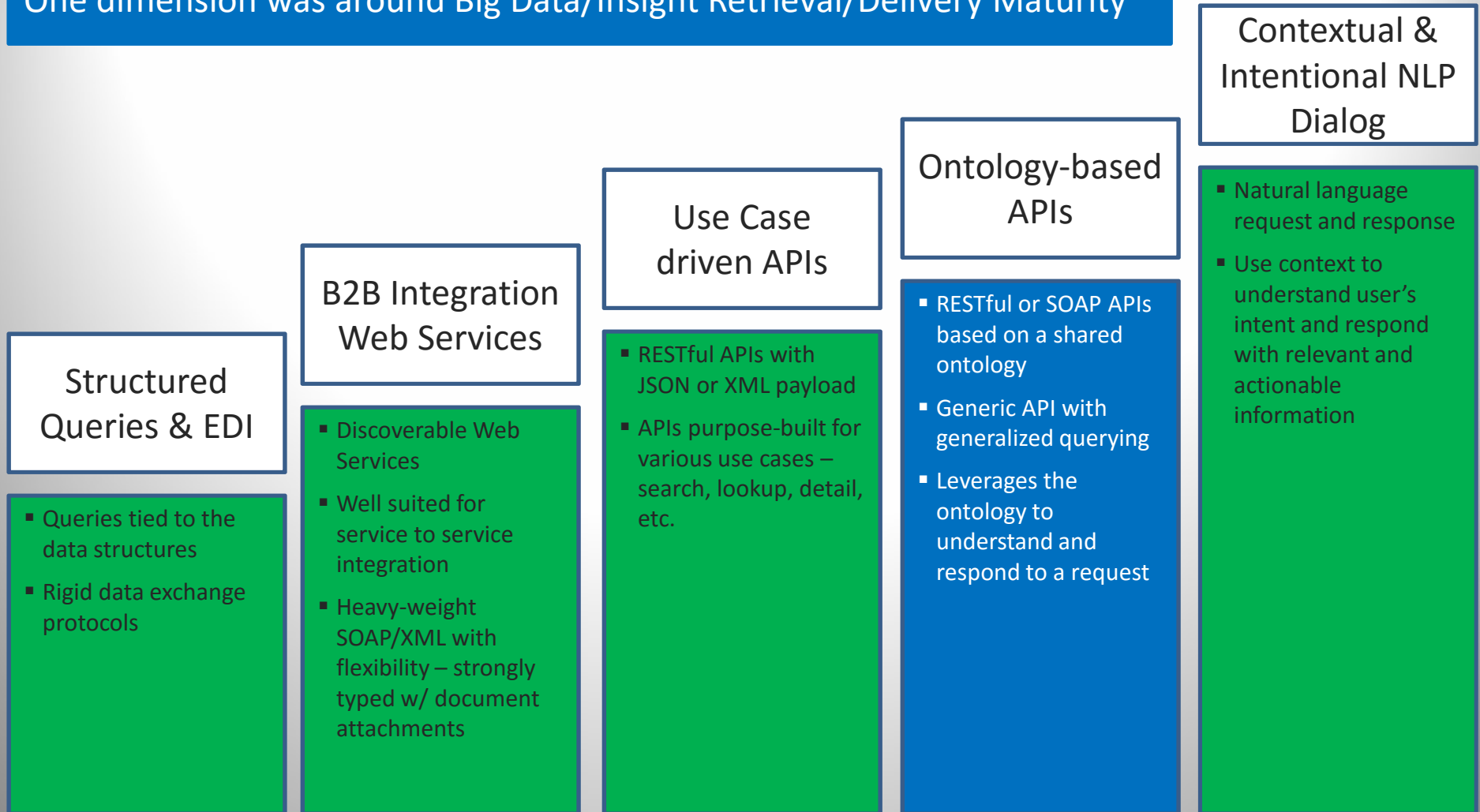
- Recommend When to sell a home
- Recommend Who to work with to buy/sell my home
- Owner's Propensity to Sell
- Best home to buy – local market or any target market
- Predict a home price
- Recommend Best Investments

Challenges that we frequently stumble upon:

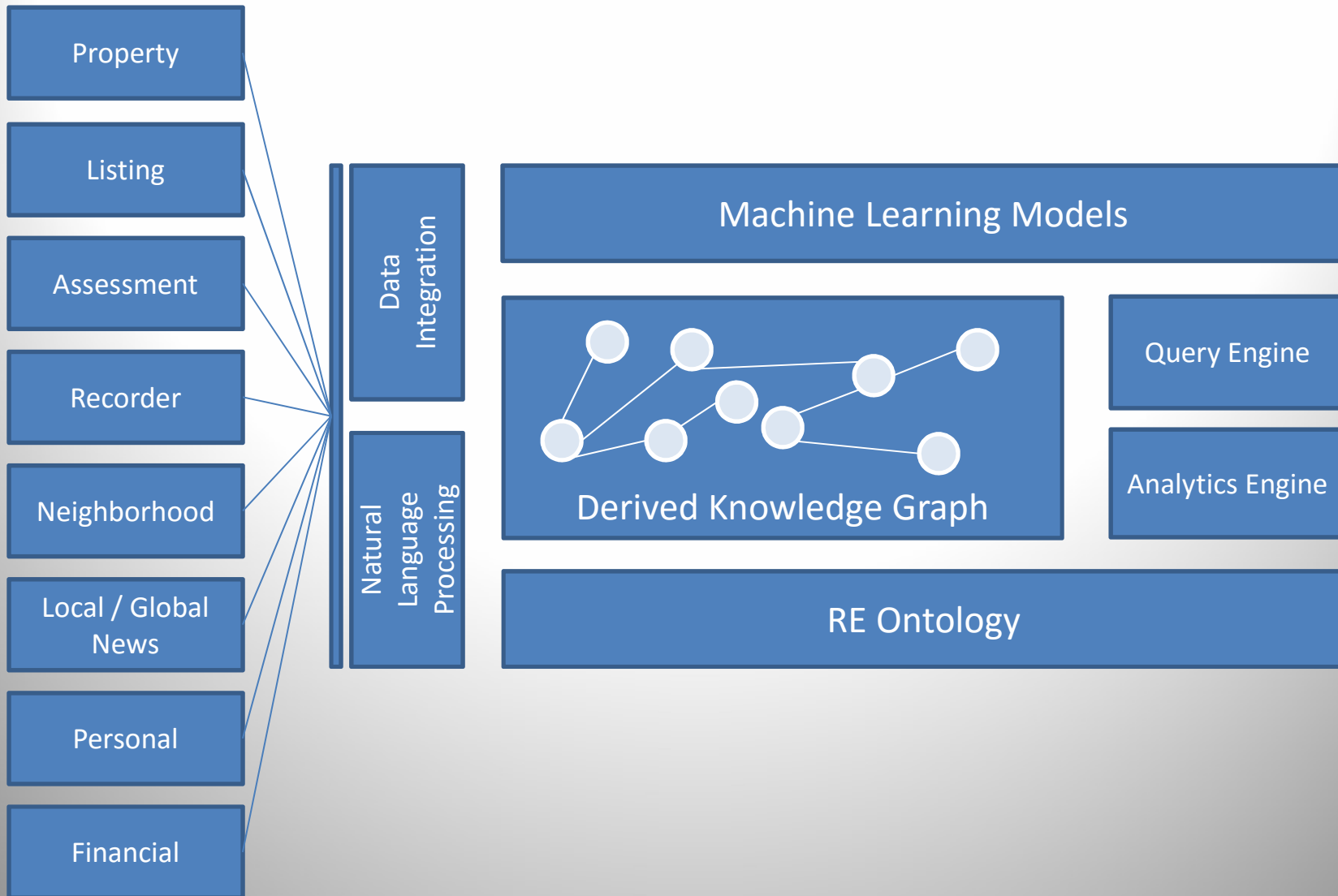
- Semantically inconsistent data
- Partially specified data
- Integration of disparate information domains
- Natural language with incomplete sentences

We introduced RESO maturity model @ Spring 2016 RESO

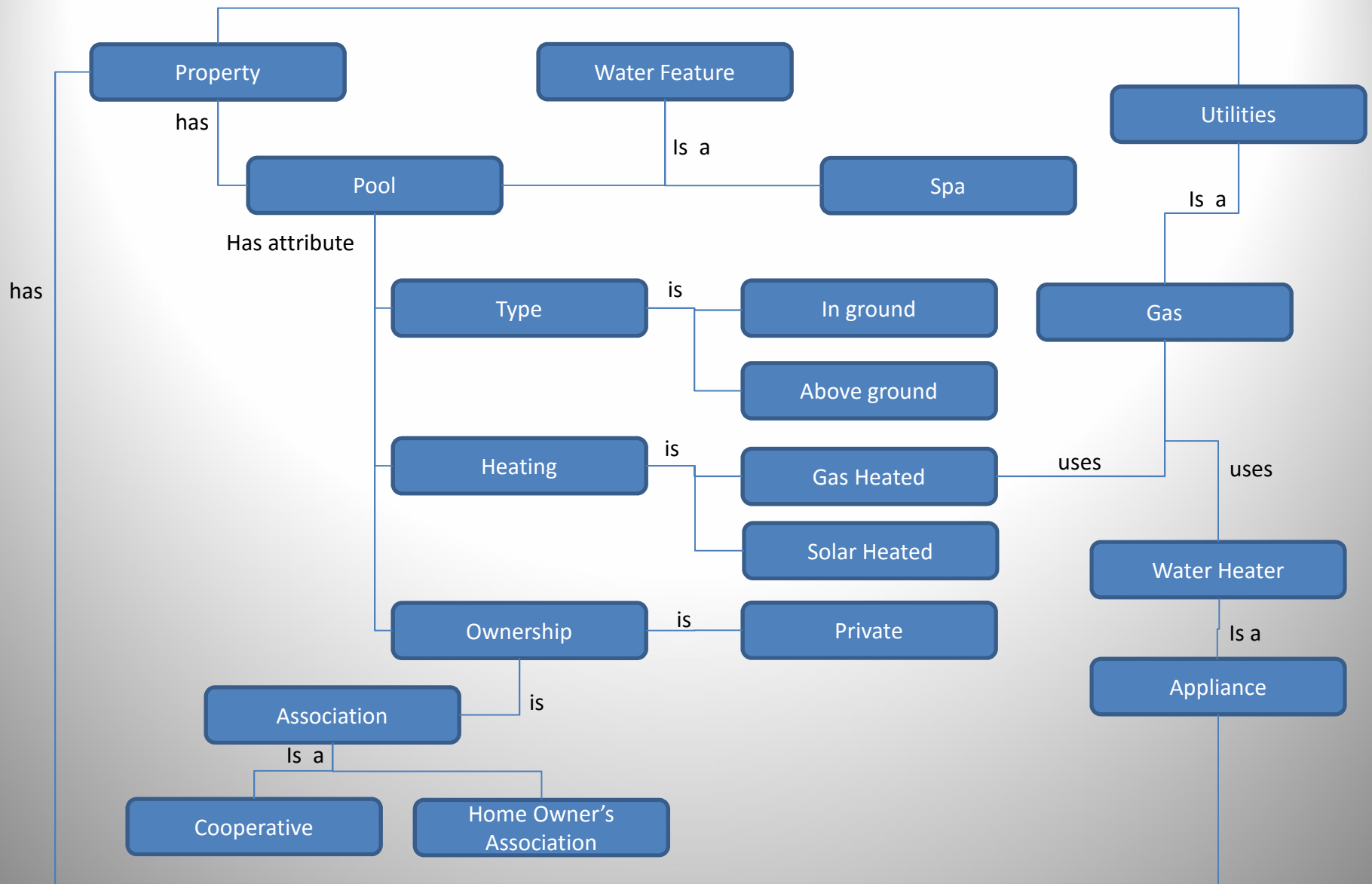
One dimension was around Big Data/Insight Retrieval/Delivery Maturity



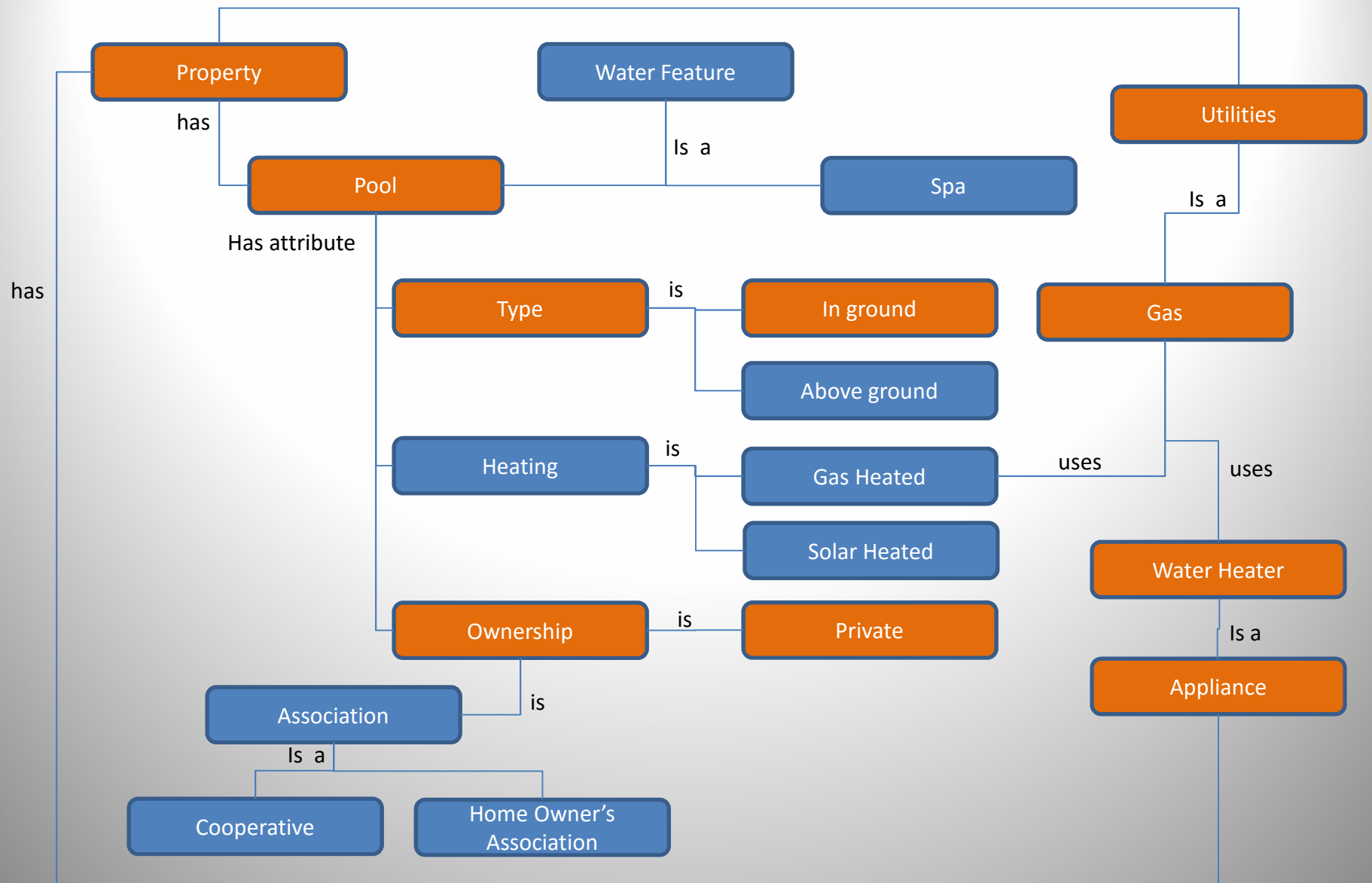
Our Solution Approach – Evolve Metadata to Ontology



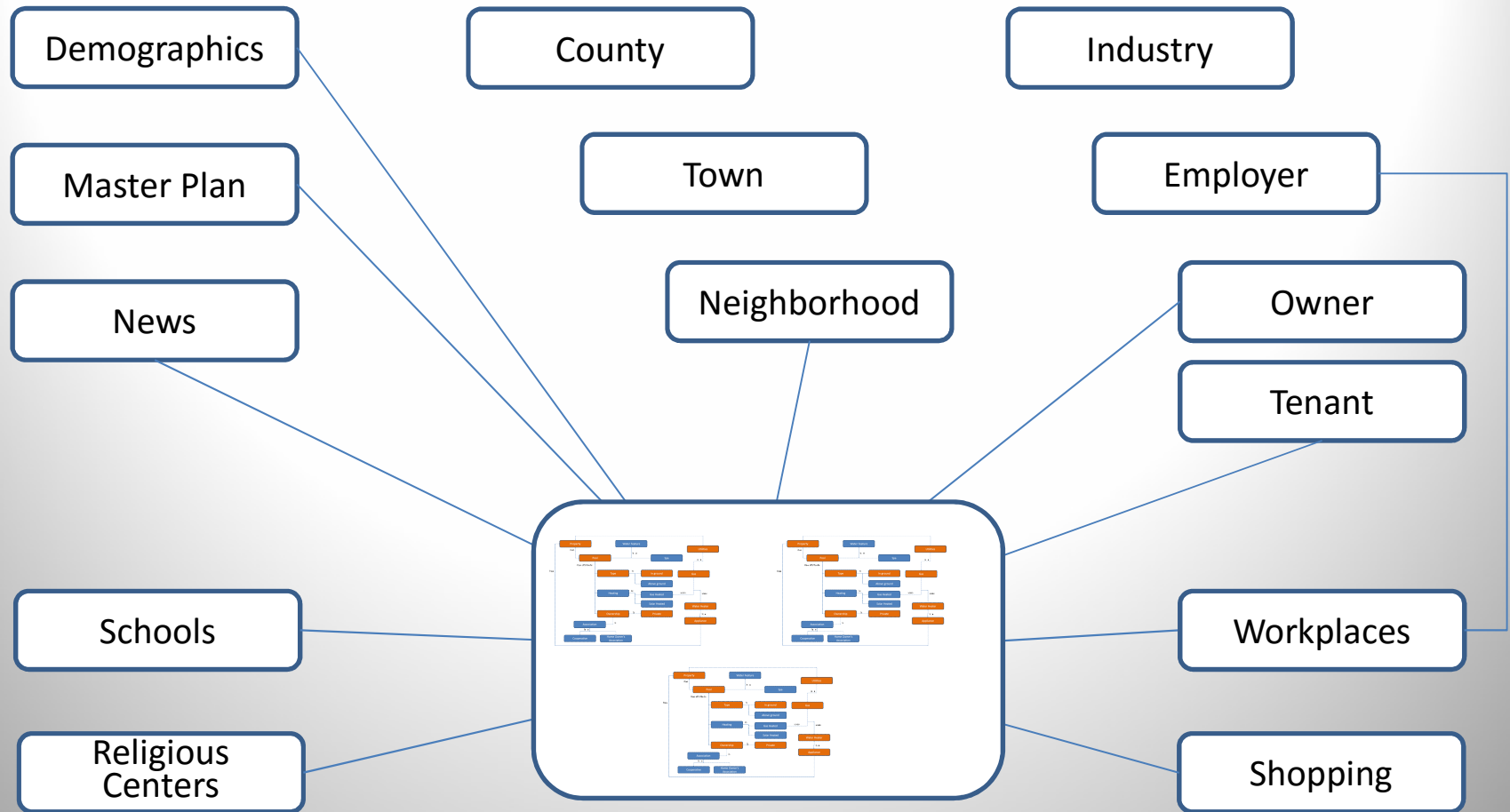
Ontology Zoom-in: Self-Evolving Ontology



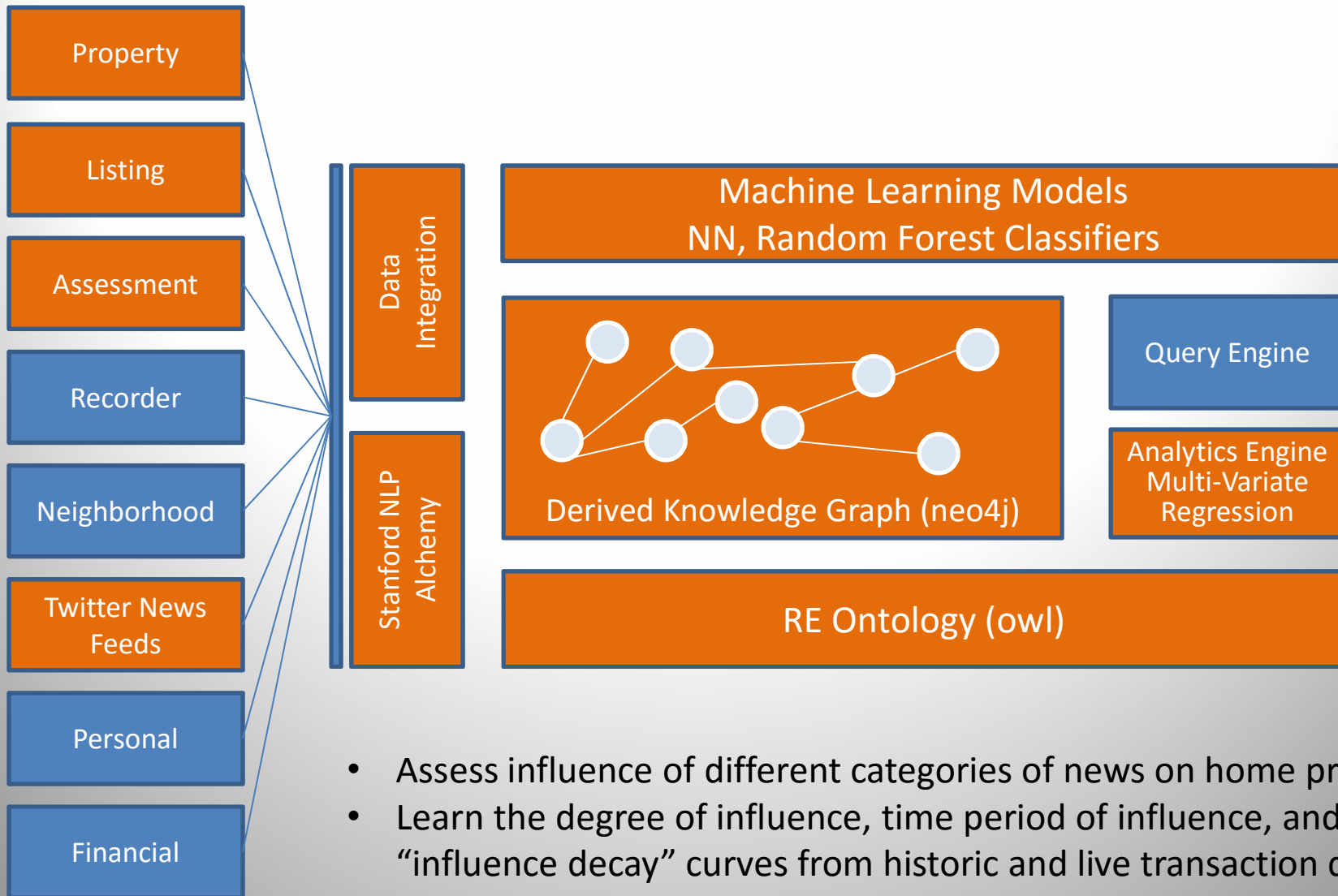
Generate complex knowledge graphs for many properties



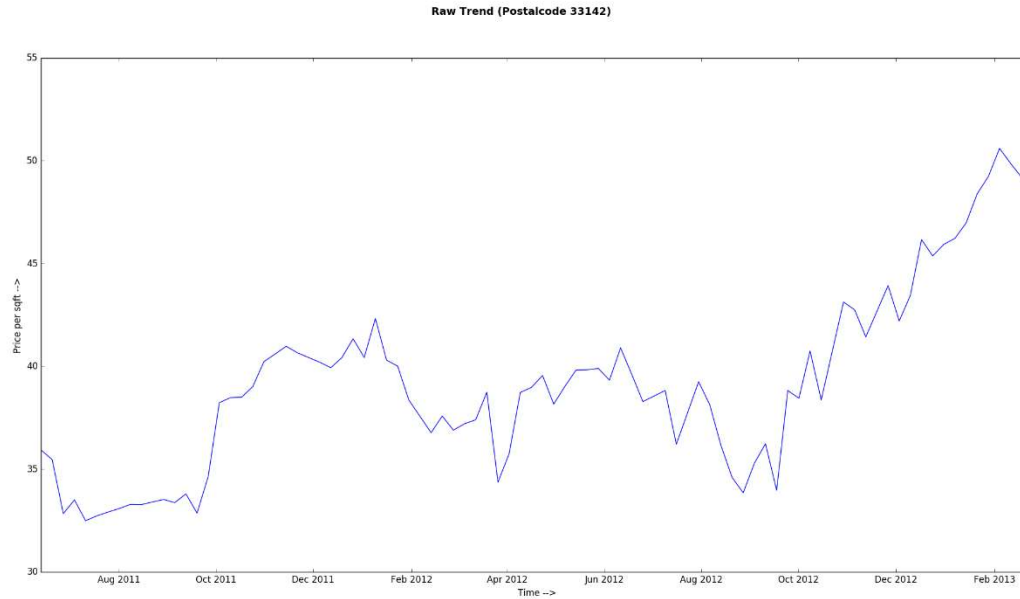
Generate complex knowledge graphs for all information



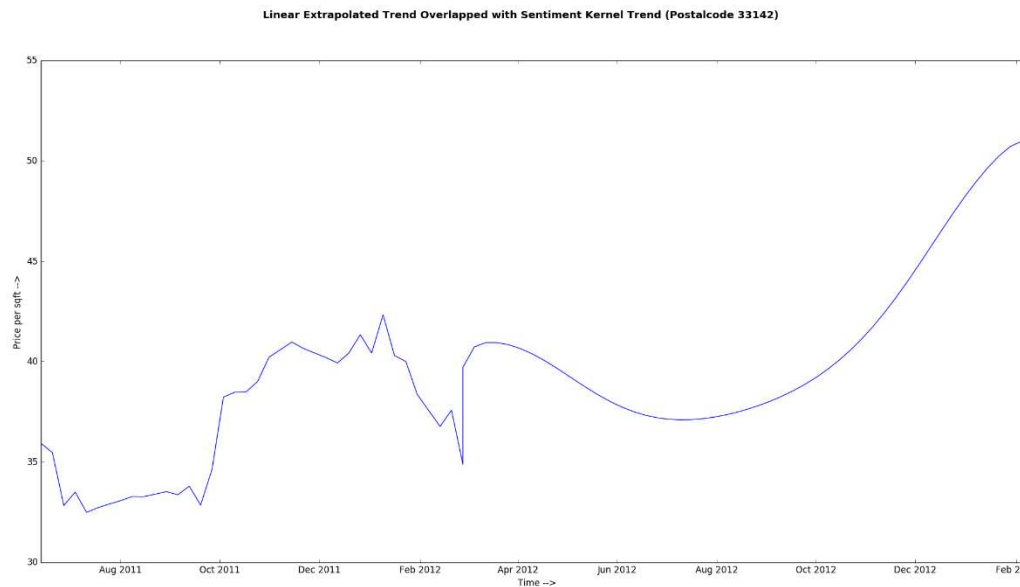
Example: Price prediction based on Twitter News Feeds



Price prediction back testing results look promising



Raw Price Trend Data for 33142 – Miami, FL



Predicted Price Trend for 33142 – Miami, FL

DISCUSSION & QUESTIONS

Thank You

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