



SHAPING CITIES WITH BIG DATA

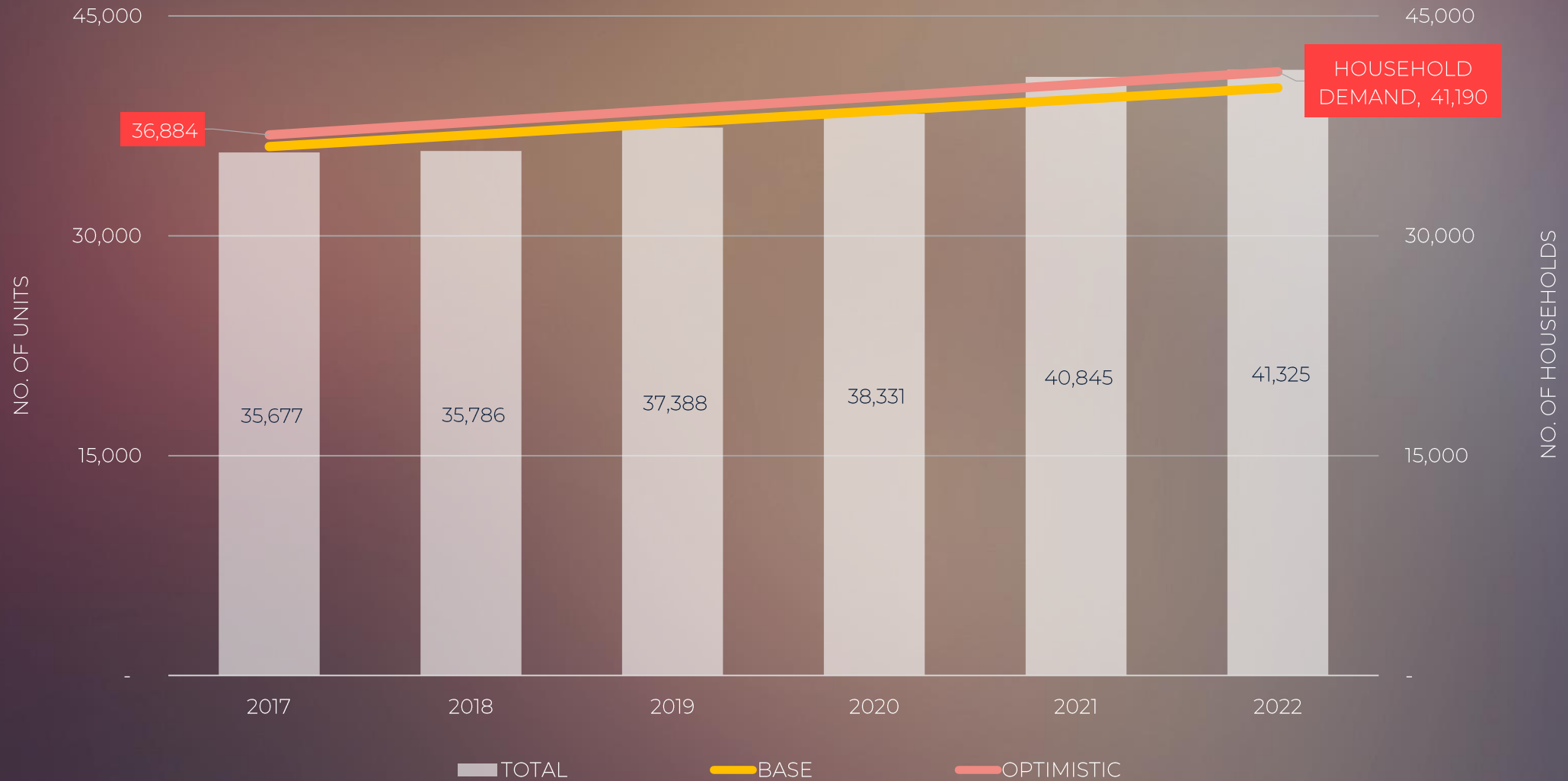
25th OCTOBER 2018

CHA-LY KOH



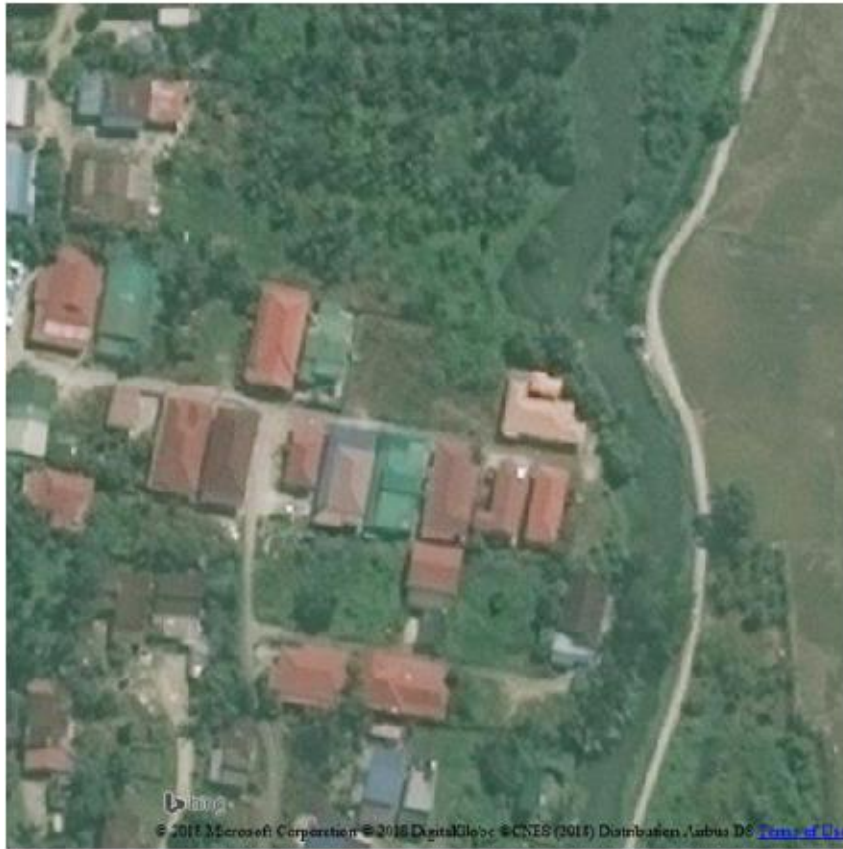
SUPPLY & DEMAND

THE HOLY GRAIL OF HOUSING



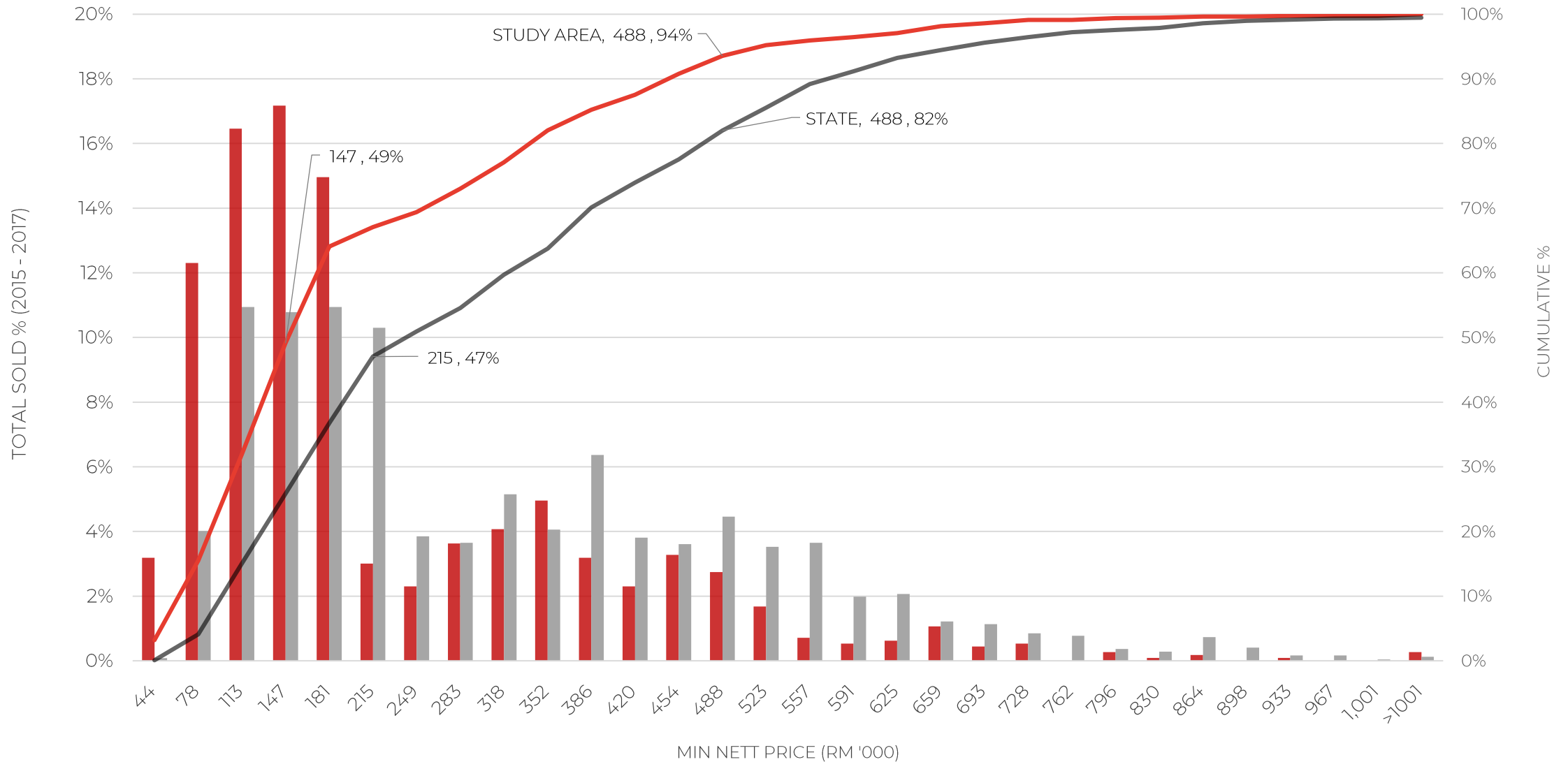
Source: Property Pricetag database

AI BOTS ARE TRAINED TO COUNT HOMES IN THE LOCAL CONTEXT



**PROPERTY PRICETAG'S ALGORITHM IS TRAINED TO IDENTIFY LOCAL RESIDENTIAL
& NON-RESIDENTIAL BUILDINGS IN DIFFERENT IMAGE CONDITIONS**

TRANSACTIONS TRACKING CAN REVEAL PRICE TOLERANCE & MICRO-DEMAND BY PRICE

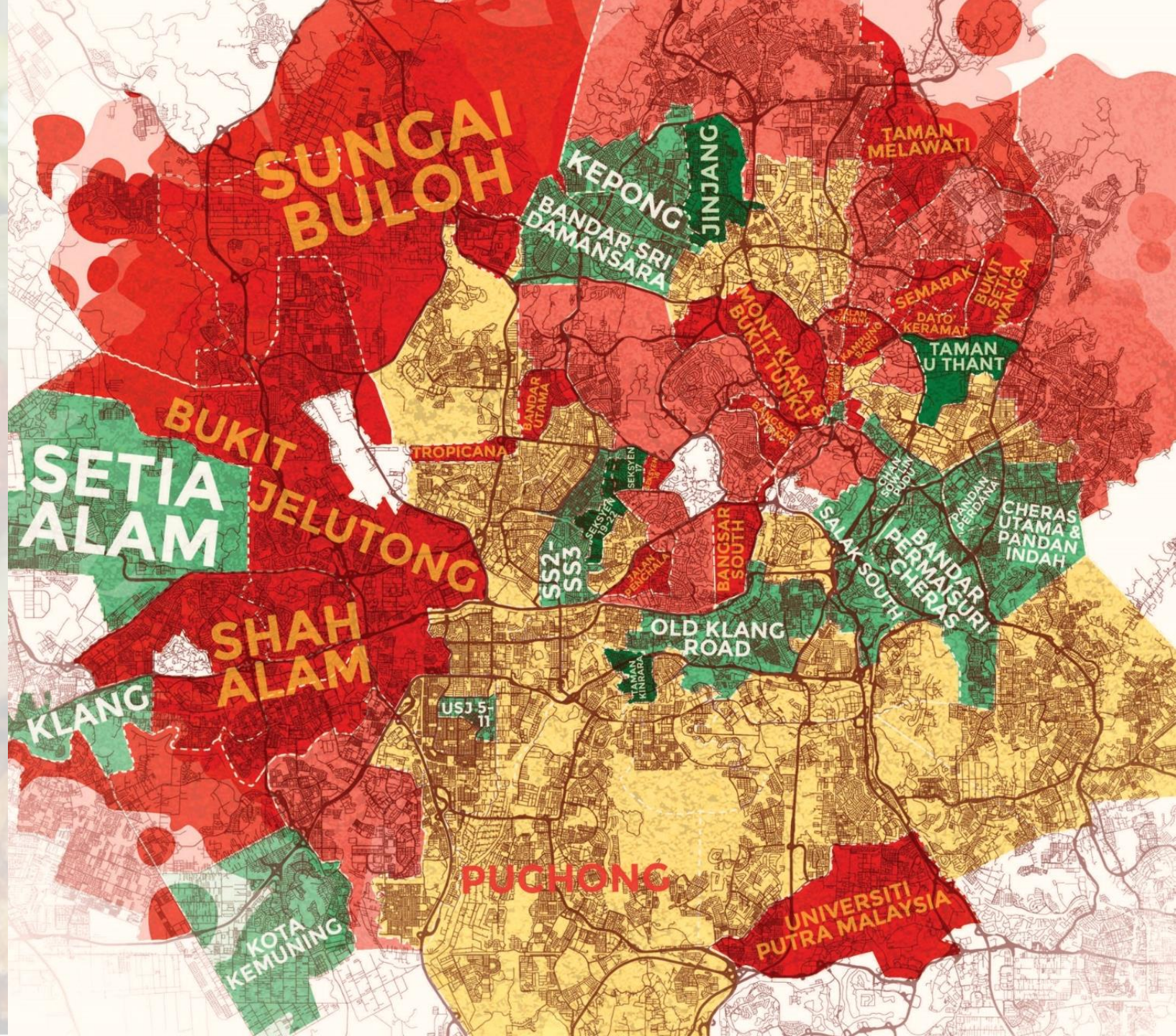
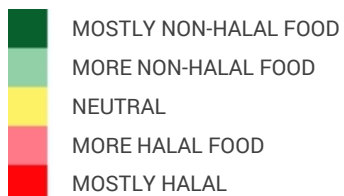


NASI LEMAK INDEX

How does the city feed its people?

We track the density of halal and non-halal establishments serving food priced under RM15 to see where different communities live.

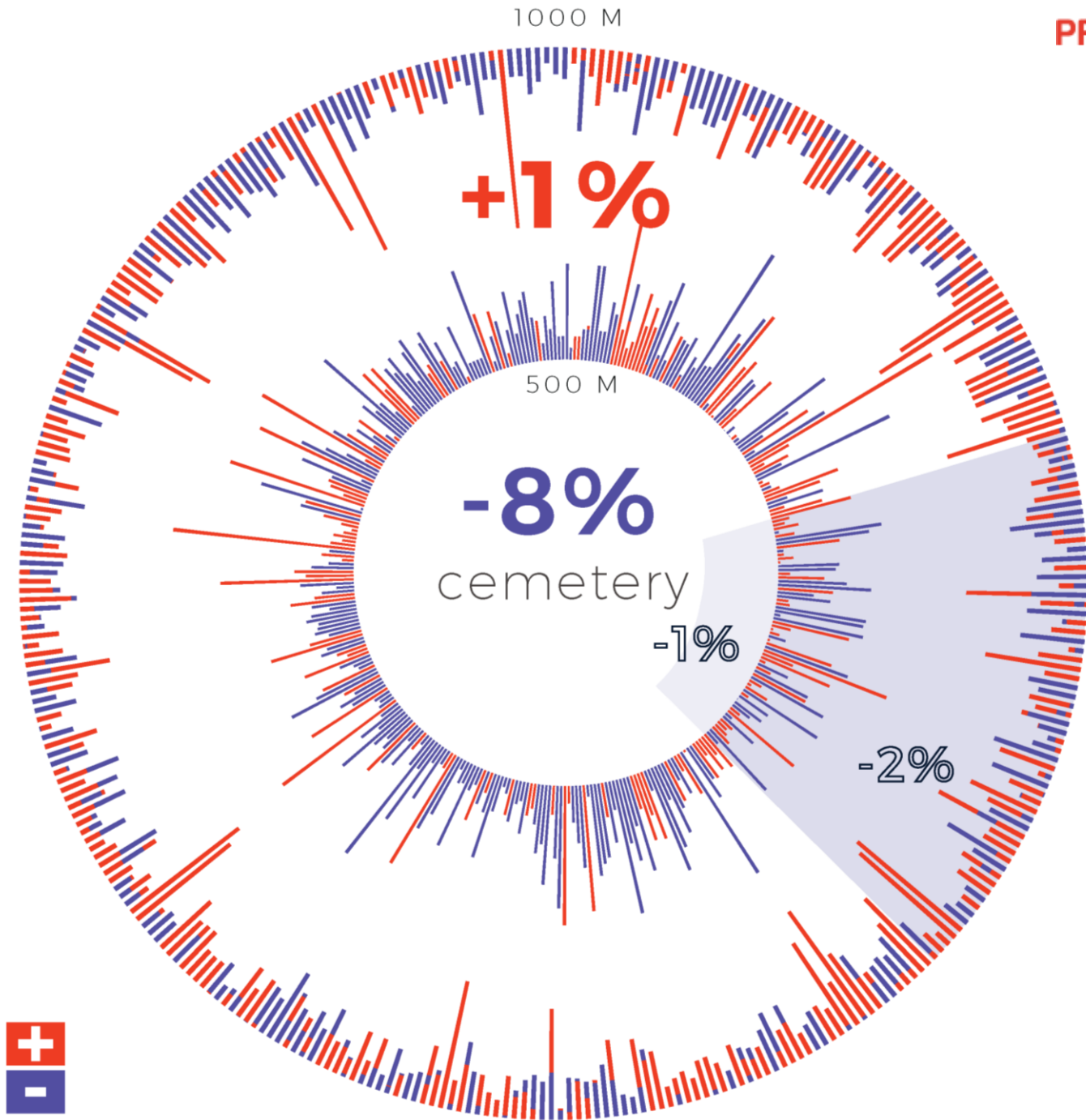
NASI LEMAK INDEX



GHOST FACTOR

Mummy said “Don’t buy a house near a cemetery!”. But are Malaysians really superstitious about their graveyards and their “inhabitants”?

Well it would seem so... but only when the graves are within sight.



CAFÉ INDEX

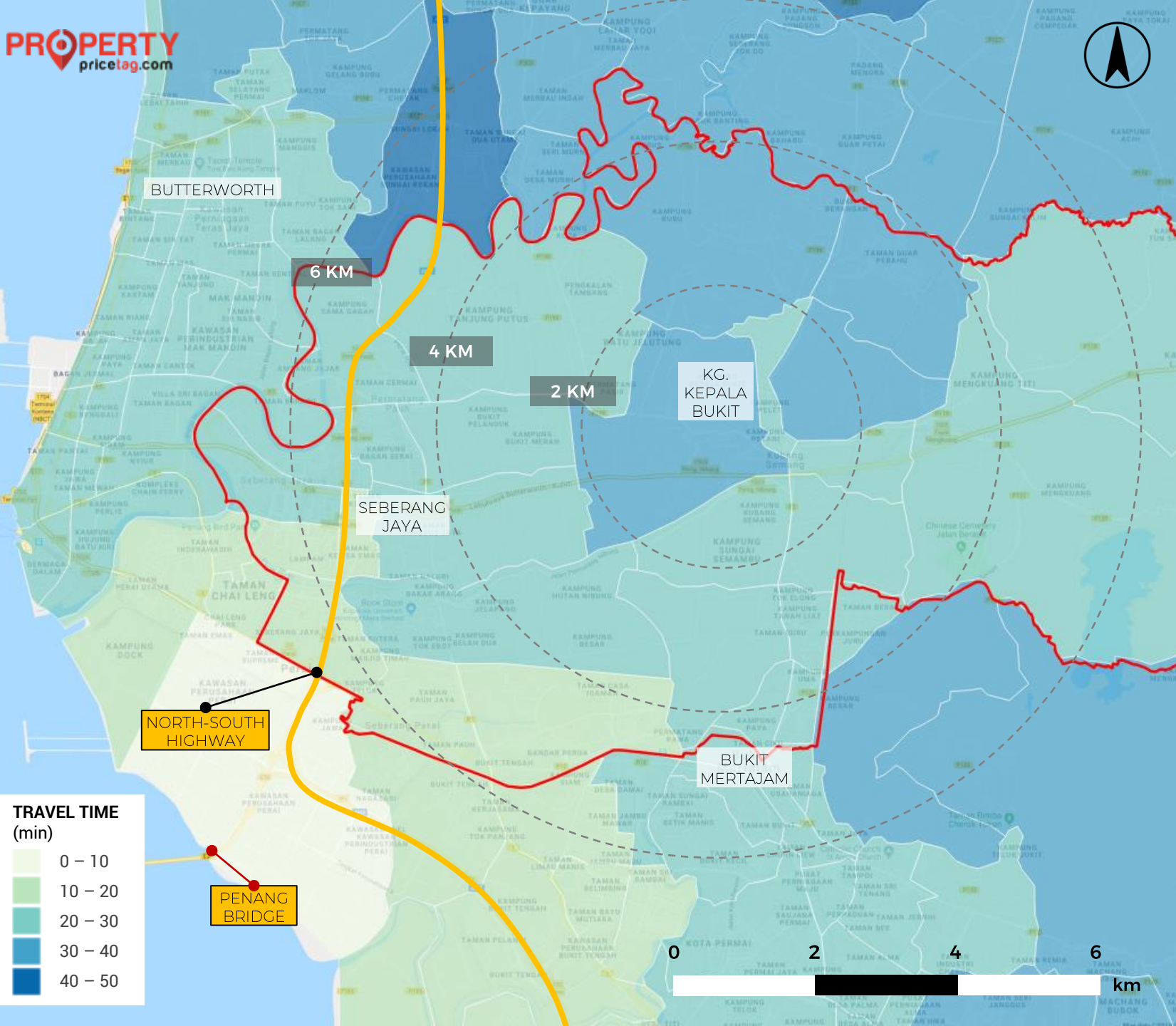
Mushrooming cafés in your neighbourhood?

This could be a good sign for potential upside of your property price.





TRAVEL TIME TO PENANG BRIDGE (0800)



Residents in the study area could have difficulty reaching the Penang Bridge during the early morning traffic.

Most residents are only able to reach the bridge within 30 minutes in the morning with the exception of those living in the South-Western neighbourhoods.

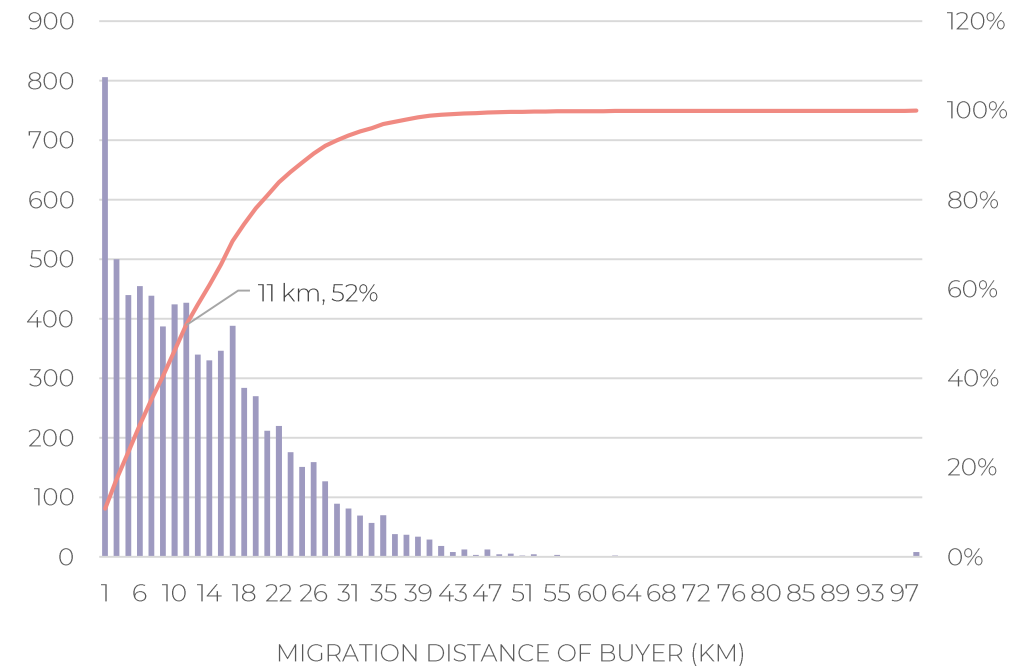
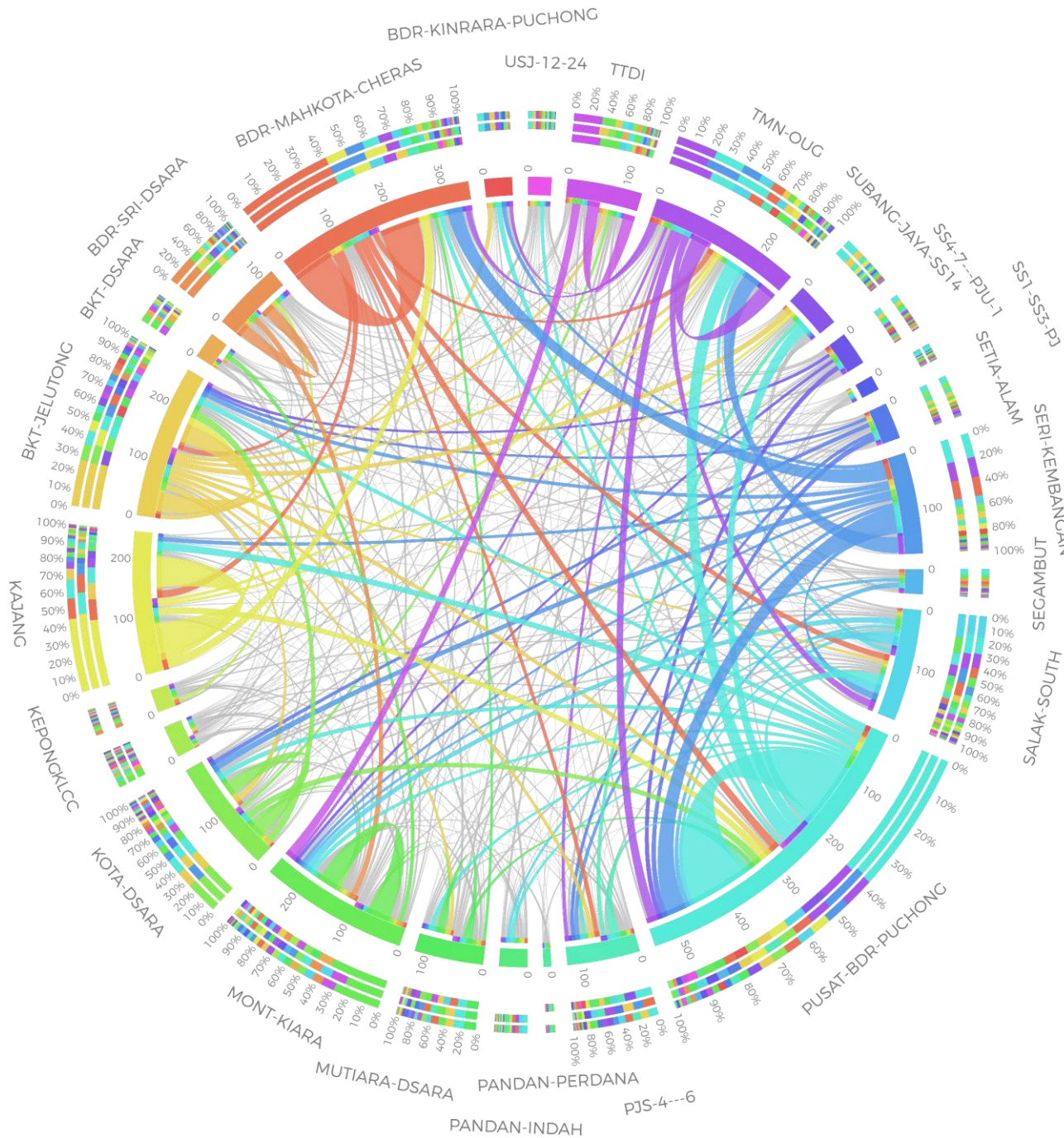
In addition, residents in Kg. Kepala Bukit could take up to 40 minutes to reach the bridge by car.

Source: Google Traffic
Note: Travel time was calculated to Penang Bridge at 0800 hours on 23 July 2018

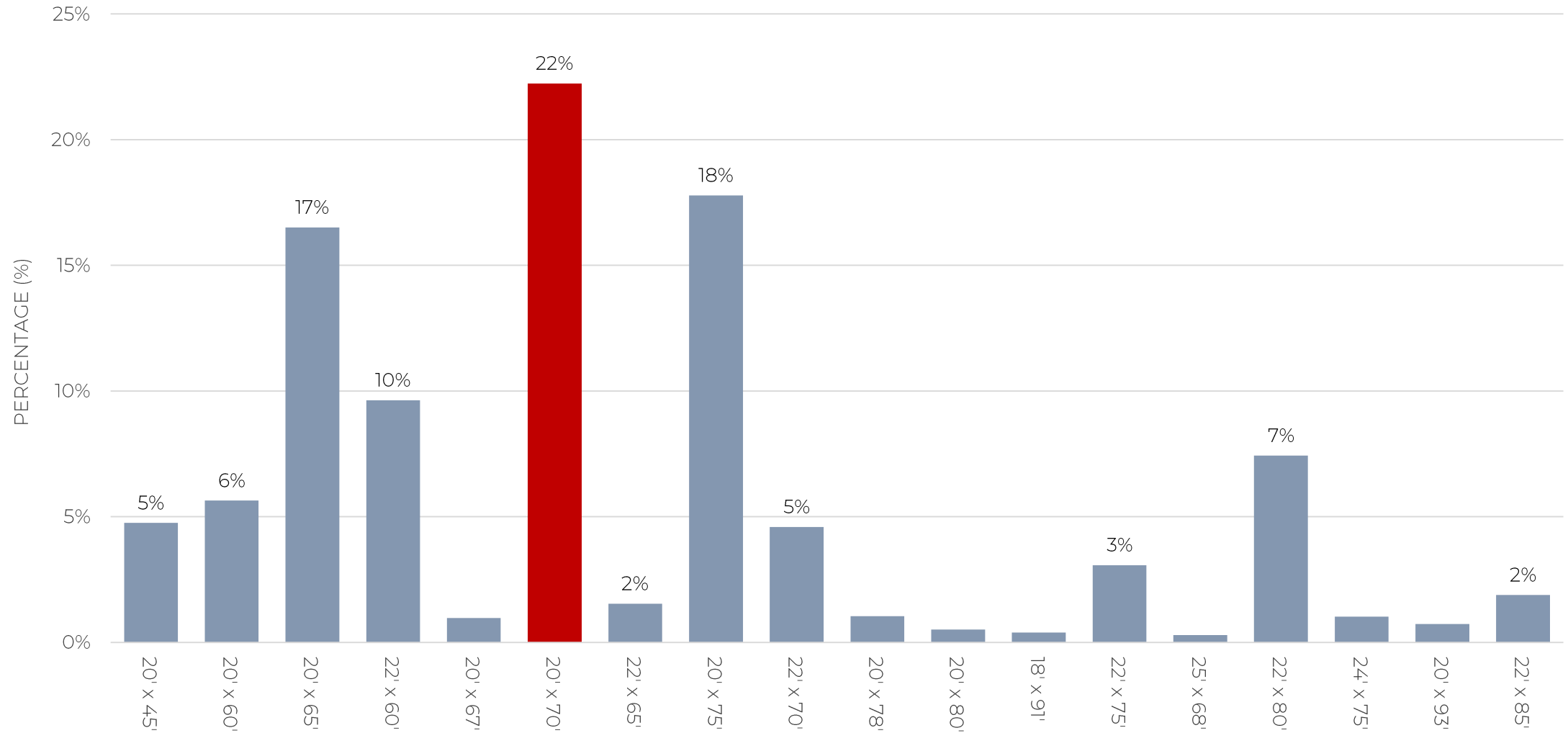
MIGRATION PATTERN

We map out the migration patterns of Greater KL folks to understand the inertia of social networks in determining places of stay.

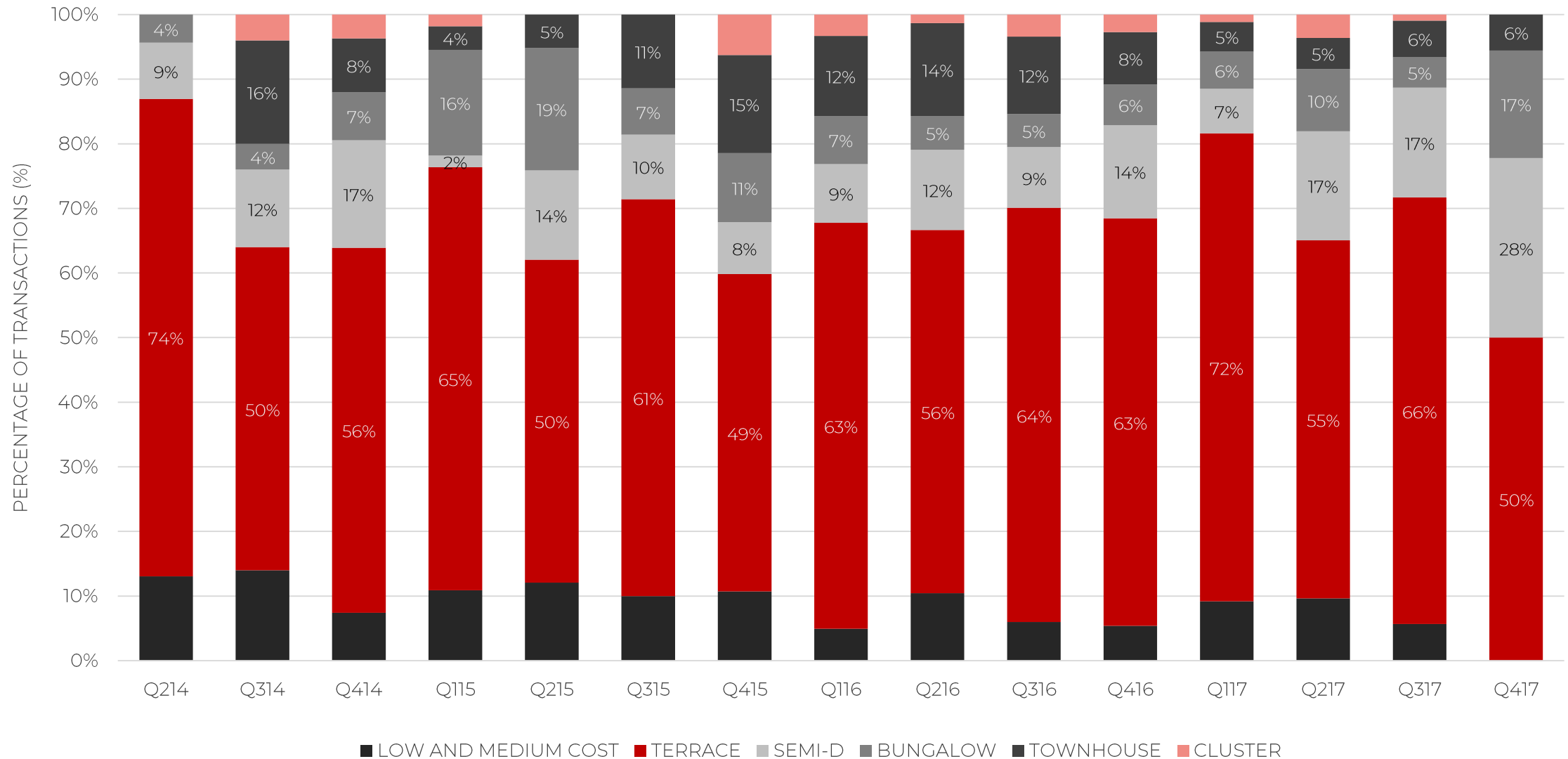
It turns out that most Greater KL folks move within 11 km of their current home.



INCOMING TERRACE DEVELOPMENTS BY LAND SIZE (SAMPLE)

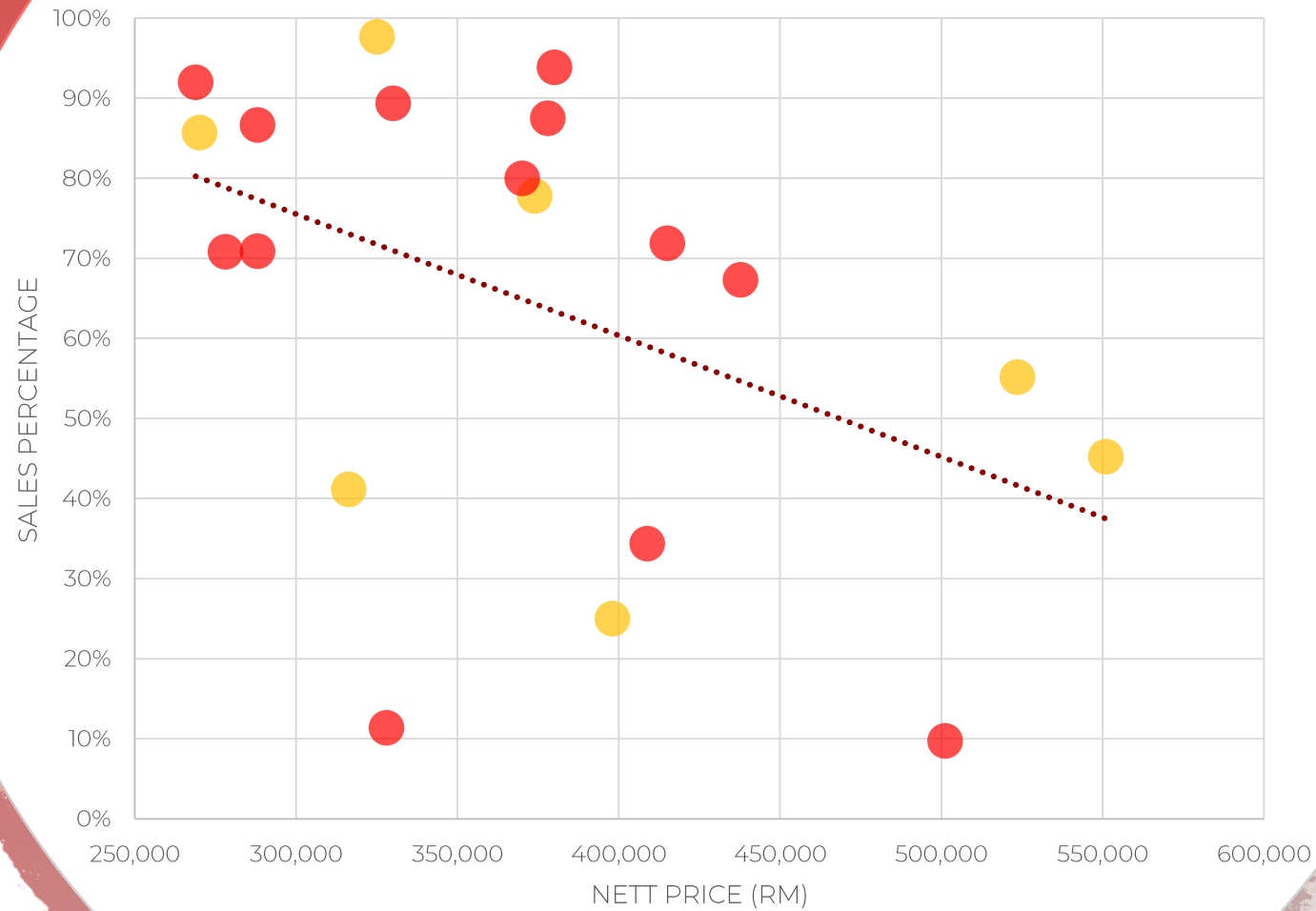


CONSUMER PREFERENCE FOR LANDED STOCK (SAMPLE)



TERRACE DEVELOPMENT SALES BY TENURE

LAUNCHED 2014-2017 (SAMPLE)



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