

DATA ANALYTICS AT AHC INC.

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VALUE ADD

- Data analytics and visualization are critically important for informed strategic decision-making and performance measurement
- A dedicated Data Manager relieves division heads of this analytical burden so focus is on day-to-day business operations and success
- Data analysis:
 - Enables data-driven strategic decisions
 - Reduces inefficiencies
 - Identifies duplicative expenses and efforts
 - Enhances communication
 - Benchmarks progress and outcomes with industry/market
 - Supports public awareness and fundraising



DATA CULTURE: YEAR ONE

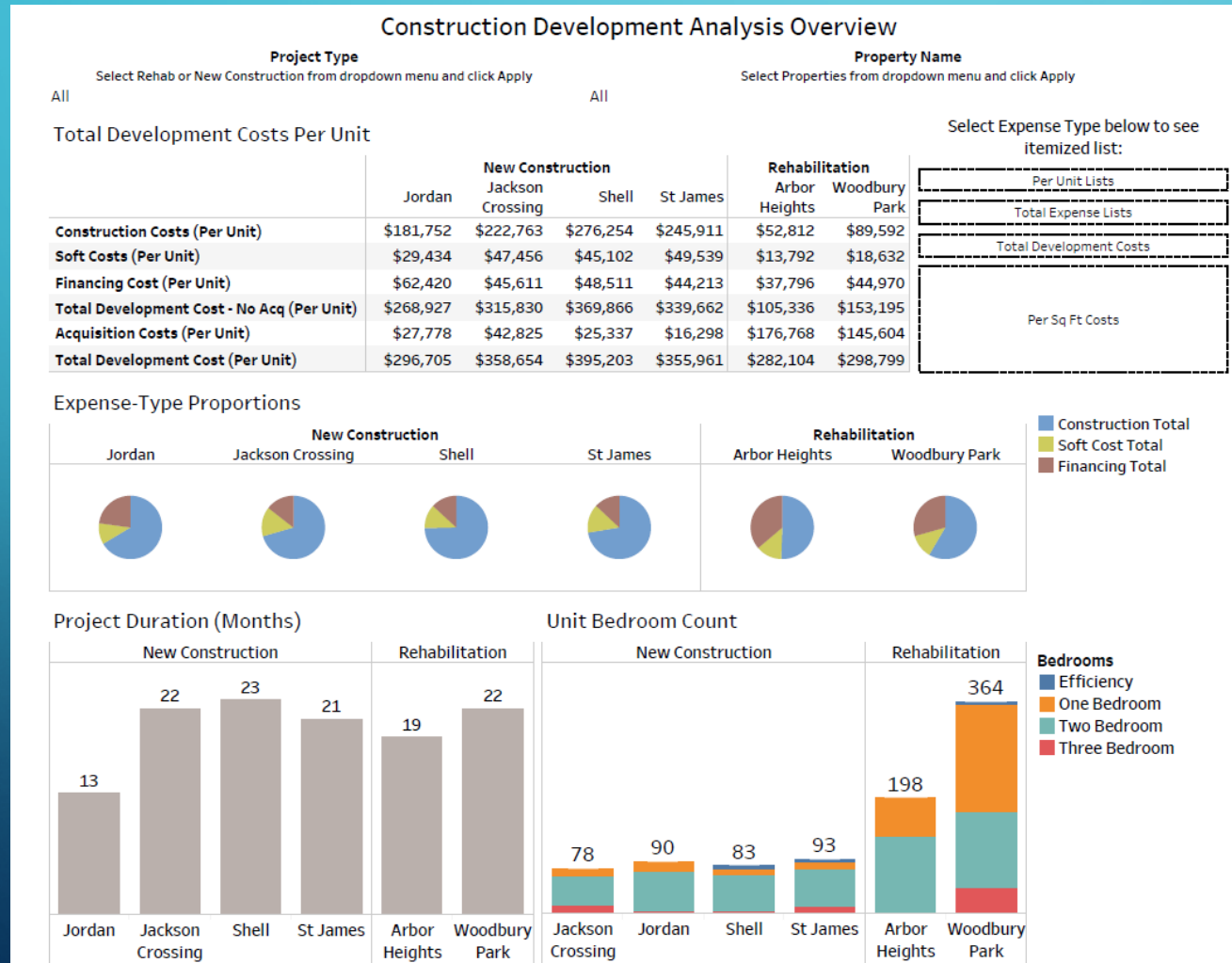
A WORK IN PROGRESS

- Long-time Resident Services staff member proposed the position after completing her graduate studies
- Creation of Data Manager position coincided with selection into NeighborWorks America/Tableau Foundation inaugural cohort of data fellows in January 2019
- Learning and iterative progress through individual data projects



CONSTRUCTION AND DEVELOPMENT ANALYSIS

IMPROVED COMMUNICATION AND EFFICIENCY



This one dashboard compiles data spread across 30 different PDFs in five separate folders on the share drive



RESIDENT SERVICES

MORE TIME FOR RESIDENTS

Unpaid Balance

Property Name	First Name	Last Name	
Gates of Ballston Apts (LP 11)			\$4,654.60
			\$3,688.55
			\$2,986.20
			\$2,472.54
			\$2,110.62
			\$1,873.40
			\$1,742.80
			\$1,713.80
			\$1,381.20

Property Name: Gates of Ballston Apts (LP 11)

First Name:

Last Name:

Tenant Code:

Email Address:

Phone:

Amount Unpaid: \$1,742.80

Unpaid Balance Filter

\$1,000.00 \$28,036.00

RS Properties

Gates of Ballston Apts (LP 11)

In three clicks, Resident Services staff can select a property, filter by unpaid balance to target those with the most need, and get their tenant code, email address, and phone number. Rather than wasting time running down the data, they have more time to work with residents and prevent evictions



PROPERTY MANAGEMENT INFORMING HIRING AND STAFFING DECISIONS

AHCM Porfolio Work Orders thru 11.15.2019

Call Date

11/1/2019

11/15/2019

Complete Date

11/1/2019

11/15/2019

Tickets Created

1,024

Tickets Completed

1,343

Average Time to Completion

8 Days

Regional Manager

- ☒ Alba
- ☒ Andre
- ☒ Barbara
- ☒ Carrie
- ☒ Michelle

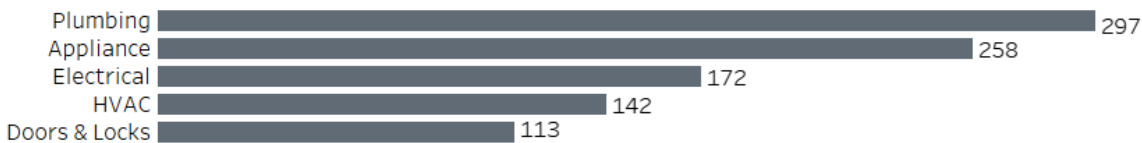
Cancel Apply

Category Filter

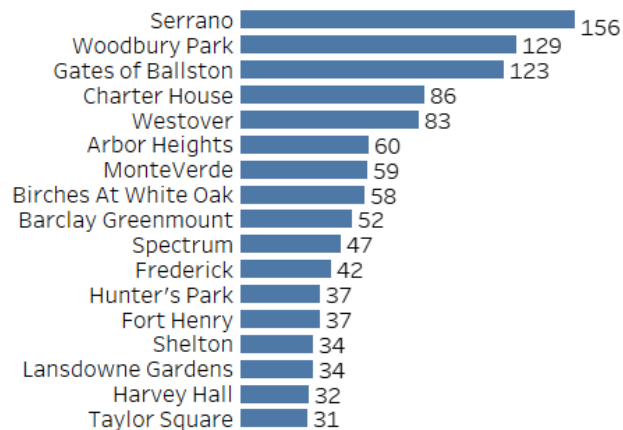
- ☒ Building
- ☒ Common Area
- ☒ Preventative Mai...
- ☒ Unit Interiors

Cancel Apply

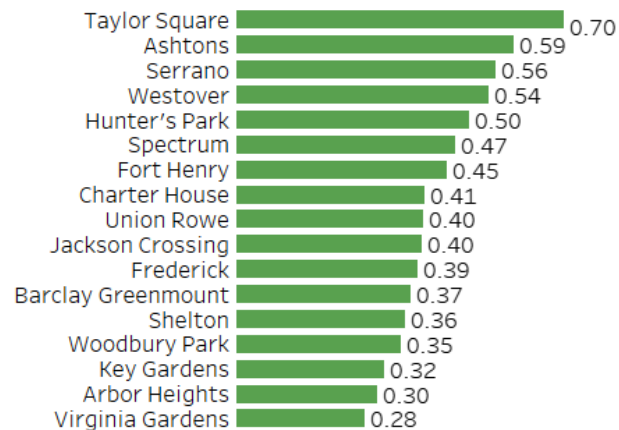
Top Five Subcategories



Total Work Orders



Work Order to Unit Ratio



First response to this dashboard was “We need to hire more plumbers!”

Ability to compare Regional portfolio performance, understand trends on a category and subcategory level

Number of work orders drives staffing decisions, not the typical industry standard of number of units



BOARD REPORTS

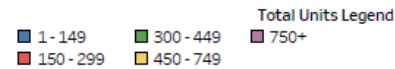
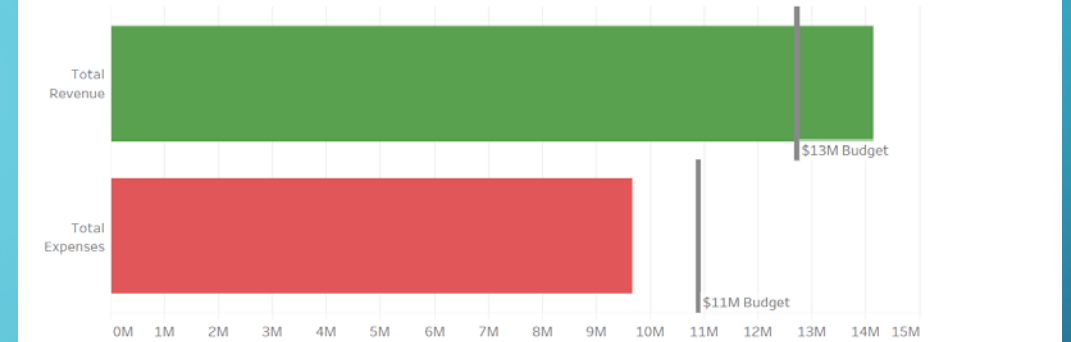
MAPS AND BULLET GRAPHS FOR BIG PICTURE UNDERSTANDING

2018 AHC Budget vs Actuals*

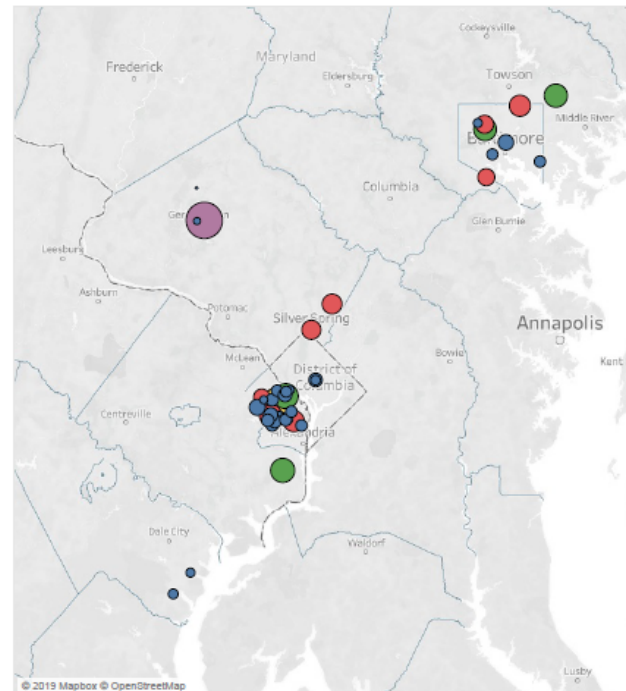
Total Revenue exceeded expectations

Total Expenses held under expectations

*from unaudited Statement of Revenues and Expenditures dated 2/28/2019



Property Map

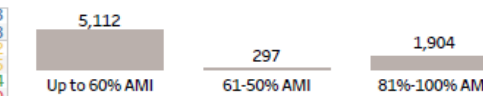


AHC Portfolio

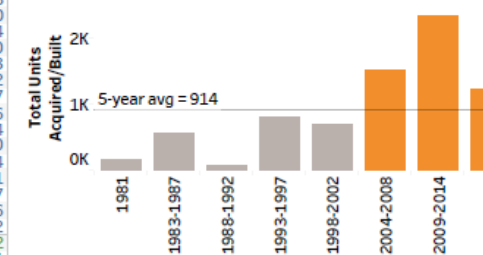
Number of Units

Alexandria	St. James	93
	Jackson Crossing	78
	Historic Ballston Park	512
	Gates of Ballston	465
	Woodbury Park	364
	Serrano	280
	Apex	256
	Arbor Heights	198
	Westover	153
	Harvey Hall	116
Arlington	Frederick	108
	Spectrum	100
	Shelton	94
	Jordan	90
	Shell	83
	Fort Henry	82
	Arlington View Terrace	77
	Virginia Gardens	76
	Hunter's Park	74
	Colonial Village West	70
Baltimore	Taylor Square	44
	Key Blvd	41
	Ashtons	37
	Macedonia	36
	Key Gardens	22
	Dunfield	312
	Monte Verde	301
	Kirkwood House	261
	Greenspring Overlook	189
	Lansdowne	168
Fairfax	Barclay Greenmount	139
	Key's Pointe	76
	Union Rowe	72
	Madera Apartments	47
	Lafayette	340
	Hollybrooke	148
	Carousel Court	90
	The Hamptons	768
	The Birches	228
	Charter House	212
Montgomery	Ashmore	29
	Gateway Commons	6
	Kate's Trace	108
	The Oaks	58
	Woods at Victoria Park	48
	Lincoln-Westmoreland	108
	Channing-Phillips	56
	Newport News	108
	Prince William	58
	Washington, DC	56

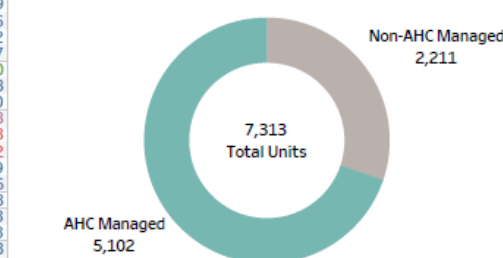
Income Limits



Units Added Over Time (5 Year Groups)



Management



LESSONS LEARNED AND NEXT STEPS

- Tackle one data question at a time – complicated visuals undermine efforts
- Stand-alone projects are a great way to get started
- Ongoing projects more effectively assimilate data analyses and dashboards into routine decision-making for greater impact
- HPN Knowledge Management Peer Exchange

