

# Performance Unlocked

Data-Driven Success  
in Multifamily

entrata®

The OS for property management







# Table of Contents

- 3 Introduction**
- 4 Section I: Getting Started**
- 5 Section II: Business Intelligence**
- 6 Section III: Predictive Analytics**
- 8 How Entrata Can Help**
- 9 Conclusion**



# Introduction

**The competition for renters is fierce**—and it's not slowing down<sup>1</sup>. To stay ahead, every tool in your toolbox needs to work smarter and harder. And the one tool that can elevate all the others? Your data.

Until recently, unlocking the value of data—especially unstructured data—was daunting. Even with a dedicated analyst, the process was manual, time-consuming, and often took days or weeks to translate insights into action. But the game has changed. With the rise of business intelligence, data analytics, and predictive tools, multifamily operators now have faster, smarter ways to harness information.

<sup>1</sup> [Hottest Rental Markets in Early 2025: Chicagoland's Rise Challenges Miami](#)

Today, you don't need to be a data scientist to extract meaningful insights. Modern platforms have democratized access, removing barriers to a data-driven approach. Anyone on your team can uncover trends, make faster decisions, and find efficiencies across marketing, leasing, and operations.

But that's just the beginning. Predictive analytics and machine learning now make it possible to forecast outcomes and recommend next steps—helping you drive both financial and operational performance.

In this ebook, we'll explore what it takes to become a truly data-driven multifamily organization. From building the right foundation to unlocking real-world use cases, you'll learn how to embed intelligence into every layer of your business.



## SECTION I

# Getting Started

A data-driven culture starts at the top. Leadership must champion the value of data and communicate how it will transform the way teams work across properties. This isn't just an IT initiative—it's a strategic priority that should be embraced company-wide.

When data is embedded into your decision-making process, your team gains the confidence to take calculated risks and innovate. With near real-time insights, you can quickly assess what's working, pivot when needed, and iterate until you land on the right solution. It enables your teams to fail fast, learn faster, and continuously improve.

Once you've secured buy-in—from executives to on-site teams—it's time to define your goals. What do you want your business intelligence or analytics program to accomplish? Whether it's accelerating the lead-to-lease process, uncovering resident preferences, or optimizing revenue, clarity upfront is key.

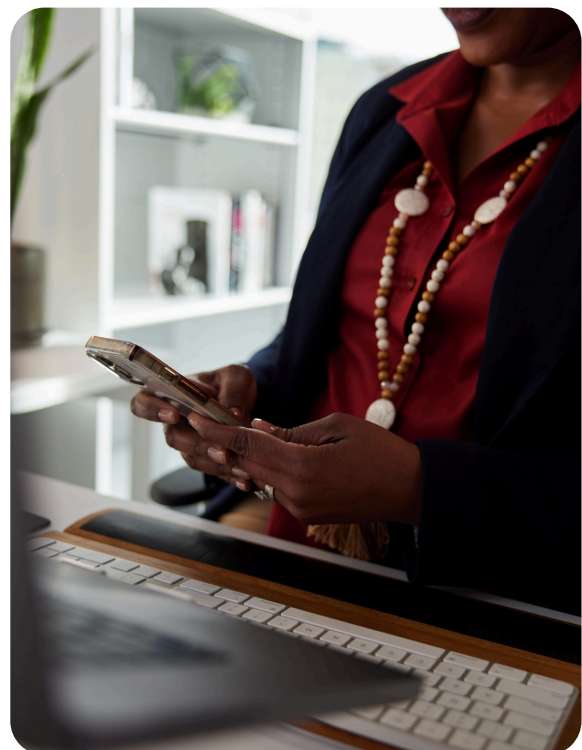
Set clear KPIs from the start to track progress and measure success. These benchmarks will guide your reporting strategy and ensure alignment across teams. They'll also inform how you structure your database and choose which metrics matter most.

Clean data is another foundational element. Start by eliminating duplicates and outdated entries that could skew your reporting. When evaluating analytics solutions, check

whether the vendor offers data cleansing during implementation—or if it will fall to your team. Clean data from day one means reliable insights from day one.

Look for a platform that integrates with your other data sources. If you're not using an all-in-one property management system, integration becomes even more critical to ensure your data is centralized and actionable.

Lastly, choose a solution that can scale with your business. As your portfolio grows, your analytics capabilities should grow with it. Replacing your BI tool every few years is costly and disruptive—so it's worth investing in one that can evolve with your needs<sup>2</sup>.



<sup>2</sup> [7 Business Intelligence best practices for 2024](#)



## SECTION II

# Business Intelligence

Business Intelligence (BI) transforms raw property data into clear, visual insights that are easy to interpret. By presenting information through dashboards, charts, and graphs, BI tools take complex datasets and make them instantly more digestible.

The result? A less stressful, more strategic decision-making process. With historical trends at your fingertips, you're not relying on gut instinct—you're making informed calls based on real-time data. And because dashboards update daily, you no longer have to wait on manual reports or dig through spreadsheets.

BI tools are most impactful when tied directly to the core functions of your business: leasing, financial performance, resident satisfaction, and maintenance. Here's how BI can move the needle in each area:

## Leasing

### Occupancy Rates

Identify underperforming properties and create targeted campaigns to increase occupancy or improve turnover strategies.

### Leasing Velocity

Analyze historical lease-up performance to gauge the effectiveness of leasing efforts and team productivity.

### Lead-to-Lease Conversion Rate

Pinpoint where prospects drop off in the funnel and optimize your leasing process to increase conversions.



**Business Intelligence**  
turns data into direction.

## Financial

### Rental Revenue

Track revenue trends to identify seasonality and timing—so you can adjust marketing spend and leasing strategies proactively.

### Ancillary Revenue

Discover opportunities to boost profitability from services like parking, pet fees, insurance, deposit alternatives, or rent reporting.

### Net Operating Income (NOI)

Monitor the balance between expenses and revenue to find cost-cutting or revenue-driving opportunities that improve your property's most important financial metric.

### Collections

Use data trends to flag at-risk accounts early, improve collections, and reduce bad debt.

### Lease Trade-Out

Compare expiring lease terms with new leases to refine pricing strategies and enhance renewal tactics for maximum revenue growth.

### Pre-Lease Performance

Especially in student housing, tracking pre-lease rates helps project occupancy and identify early shortfalls, allowing for timely interventions before the next term.

**Resident Satisfaction**

- **Lease Renewal Rate**

Understand why residents choose not to renew and build retention programs that directly address those pain points—helping maintain high occupancy.

- **Resident Profiles**

Use demographic and behavioral data to shape highly targeted marketing campaigns and ensure you're reaching the right prospects with the right message.

**Maintenance**

- **Work Order Completion Time**

Track how quickly requests are resolved to measure team efficiency and improve service standards.

- **Average Maintenance Cost per Unit**

Monitor costs across units to identify overspending, uncover patterns, and flag appliances or systems that may need proactive replacement.

**SECTION III**

# Predictive Analytics

While business intelligence helps you understand what has happened, predictive analytics helps you anticipate what's next. BI relies on historical data to guide decisions. Predictive analytics, on the other hand, uses advanced statistical modeling and machine learning to forecast future outcomes<sup>3</sup>—giving you a competitive edge through smarter, forward-looking strategies.

In the multifamily industry, predictive analytics unlocks value through use cases like dynamic pricing, lease renewals, and actionable forecasting—such as identifying which residents are most likely to move out, so you can tailor retention efforts accordingly. We'll explore each of these areas in more detail later in the ebook, but here's a high-level overview of what predictive tools can do:



<sup>3</sup> [Business Intelligence vs. Predictive Analysis: How Do They Differ?](#)



**Minimize Vacancy, Maximize Revenue**

Predictive analytics reduces vacancy days by recommending optimal rental rates and lease terms based on real-time market conditions. These tools surface strategic pricing suggestions—without automating the final decision—so property managers remain in control while staying ahead of market shifts. You're no longer reacting to competitors; you're setting the pace.




**Boost Lease Renewals**

Retention is more cost-effective than acquisition. Predictive models help identify which residents are most likely to renew, enabling you to focus marketing and communication efforts where they'll have the most impact. Personalized outreach increases the likelihood of renewal and strengthens resident relationships.

**Optimize Leasing Flexibility**

Predictive tools can also recommend flexible lease lengths and move-in dates tailored to market demand. This level of customization helps minimize vacancy gaps and offers a better experience for incoming residents.

**Top Predictive Analytics Use Cases**

-  Dynamic Pricing
-  Lease Renewal Forecasting
-  Tailored Lease Terms



Where BI explains the past, predictive analytics prepares you for the future—so you're always a step ahead.

**Key Use Cases at a Glance:**

- **Dynamic Pricing & Rate Optimization**

Leverage real-time market data to suggest ideal rental rates and influencing factors—helping you stay competitive while maximizing revenue.

- **Lease Renewal Forecasting**

Identify residents most likely to renew and craft targeted campaigns to increase conversion rates and reduce turnover.

- **Tailored Lease Terms**

Offer flexible lease lengths and move-in options based on predicted demand, minimizing vacant days and increasing leasing velocity.



# How Entrata Can Help

Entrata Business Intelligence empowers you to uncover the story behind your data—without the manual work. Say goodbye to error-prone spreadsheets and third-party tools. Entrata BI leverages your native platform data to deliver clear, customizable visualizations that update daily.

Whether you're tracking performance at the lead, lease, or unit level, you'll always have the most accurate, actionable insights at your fingertips.

The best part? It's built for everyone. With intuitive dashboards and easy-to-understand

visuals, Entrata BI makes complex insights accessible to stakeholders at every level—no technical expertise required.

Entrata Revenue Intelligence takes the guesswork out of pricing. It uses your property's real-time data to suggest optimized rental rates, all while keeping you in control of key variables. The result is a pricing strategy tailored to your unique goals—not someone else's algorithm.

Plus, Revenue Intelligence tracks your progress toward KPIs and highlights the actions needed to hit your targets—helping you make smarter decisions, faster.





# Conclusion

Business Intelligence and predictive analytics serve distinct yet complementary purposes. BI helps you monitor performance and optimize operations by surfacing trends and measuring success. Predictive analytics, on the other hand, enables forward-thinking decisions by forecasting future outcomes using machine learning and historical data.

For example, in sales and marketing, BI can reveal which messages performed best in past campaigns, while predictive tools can help determine the most effective messaging and timing for future outreach.

At the end of the day, these tools don't make decisions for you—they empower you to make smarter ones.

By combining data, trends, and predictive insights, you're equipped to act with greater confidence and agility. This is especially valuable in multifamily, where decisions must often be made quickly and without the support of a full-time analytics team.

Whether you're optimizing leasing velocity, reducing vacancy, or improving resident retention, Entrata's suite of analytics solutions helps you build a culture grounded in data-driven decision making.

**Ready to make smarter decisions, faster?**

[Request a demo](#) to see how Entrata's Analytics Suite can elevate your business.