



ANALYTICS.

Predictive Analytics: Harnessing Digital Information for a Current Master Plan

PRESENTERS



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**PREDICTIVE ANALYTICS:
HARNESSING DIGITAL
INFORMATION FOR
A CURRENT MASTER PLAN**

LEARNING OBJECTIVES

- 1. Describe** how a master planning process built on historic data can help you assess critical needs based on actual results before projects are initiated.
- 2. Review** your built environment data to determine the pertinent information that can help you make decisions about future planning and projects.
- 3. Describe** planning processes and tools that can turn raw data into powerful, predictive information for future planning.
- 4. Explain** the benefits of using computational metrics and predictive analytics in planning and design for the built environment.

COLLEGE

SHAPES LIVES

SPACE SHAPES

BEHAVIOUR

Gen-Z: life in the age of | Instagram

- **Millenials vs. Z's vs. Alphas**

- **Social Media**

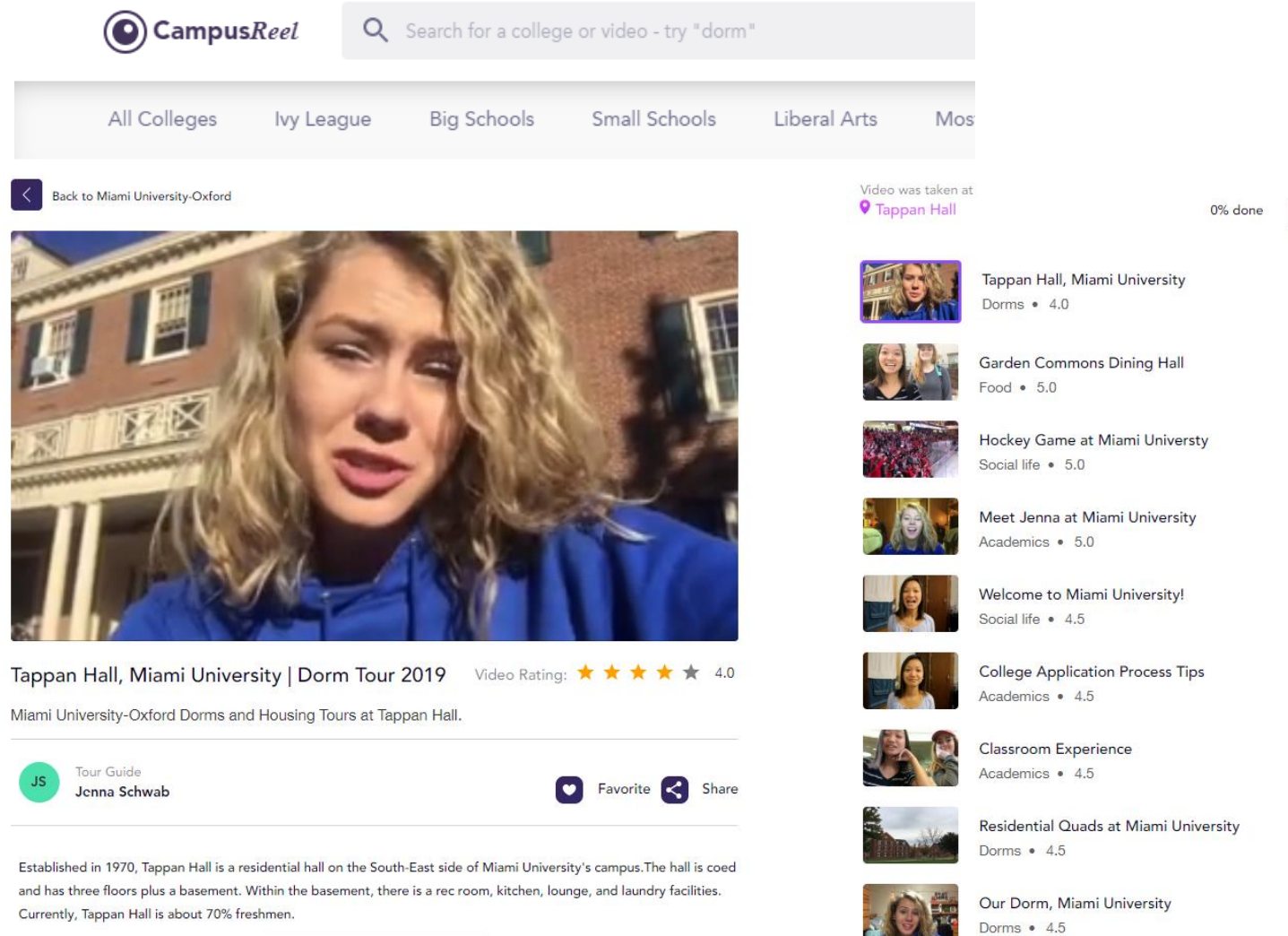
- influencers
- #nameofyourhall

- **Sharing IRL (bond/be)**

- IRL in real life
- Both public & private

- **Video (gather/be/play)**

- YouTube/ Twitch
- Gaming vs. the Big Game
- Group learning



CampusReel Search for a college or video - try "dorm"

All Colleges Ivy League Big Schools Small Schools Liberal Arts Mos

Back to Miami University-Oxford

Video was taken at **Tappan Hall** 0% done

Tappan Hall, Miami University Dorms • 4.0

Garden Commons Dining Hall Food • 5.0

Hockey Game at Miami University Social life • 5.0

Meet Jenna at Miami University Academics • 5.0

Welcome to Miami University! Social life • 4.5

College Application Process Tips Academics • 4.5

Classroom Experience Academics • 4.5

Residential Quads at Miami University Dorms • 4.5

Our Dorm, Miami University Dorms • 4.5

Tappan Hall, Miami University | Dorm Tour 2019 Video Rating: ★★★★★ 4.0

Miami University-Oxford Dorms and Housing Tours at Tappan Hall.

JS Tour Guide Jenna Schwab Favorite Share

Established in 1970, Tappan Hall is a residential hall on the South-East side of Miami University's campus. The hall is coed and has three floors plus a basement. Within the basement, there is a rec room, kitchen, lounge, and laundry facilities. Currently, Tappan Hall is about 70% freshmen.

ANALYTICS - benefits

- **Pereto Principle**
 - 80-20 rule
- **Planning Efficiency**
 - Historical data
 - Pertinent information
- **Nimble**
 - Raw data to action
 - Quickly study ramifications
- **Predictive**
 - Over time more accurate
 - Student success to planning

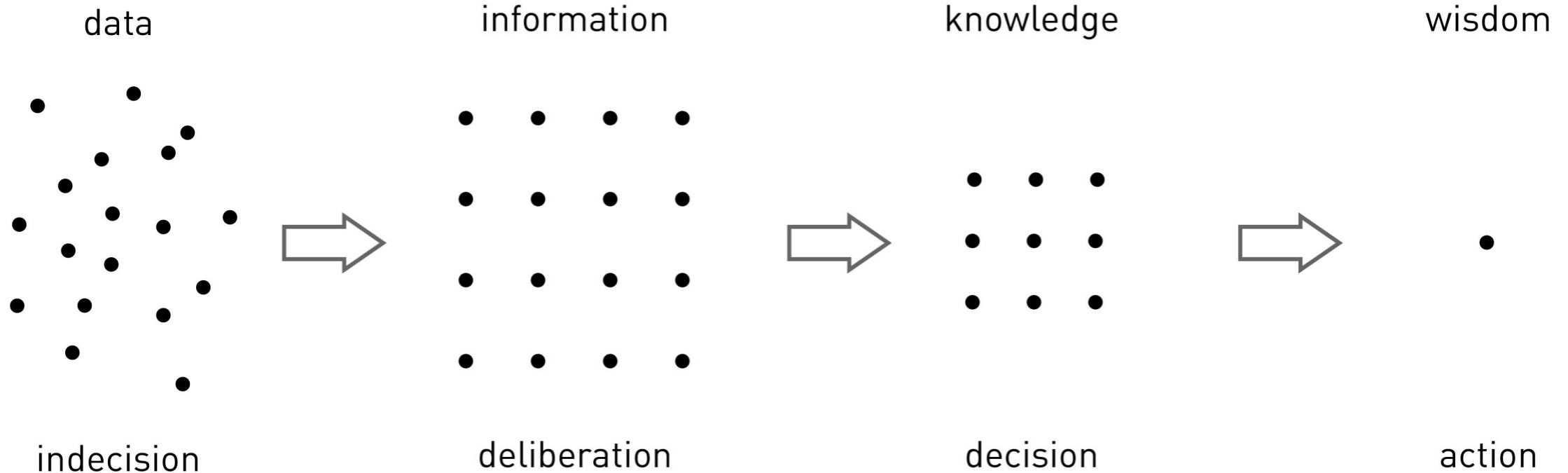
THE CHRONICLE OF HIGHER EDUCATION We All Need to Be Data People

By Archie P. Cubarrubia | OCTOBER 13, 2019 ✓ PREMIUM

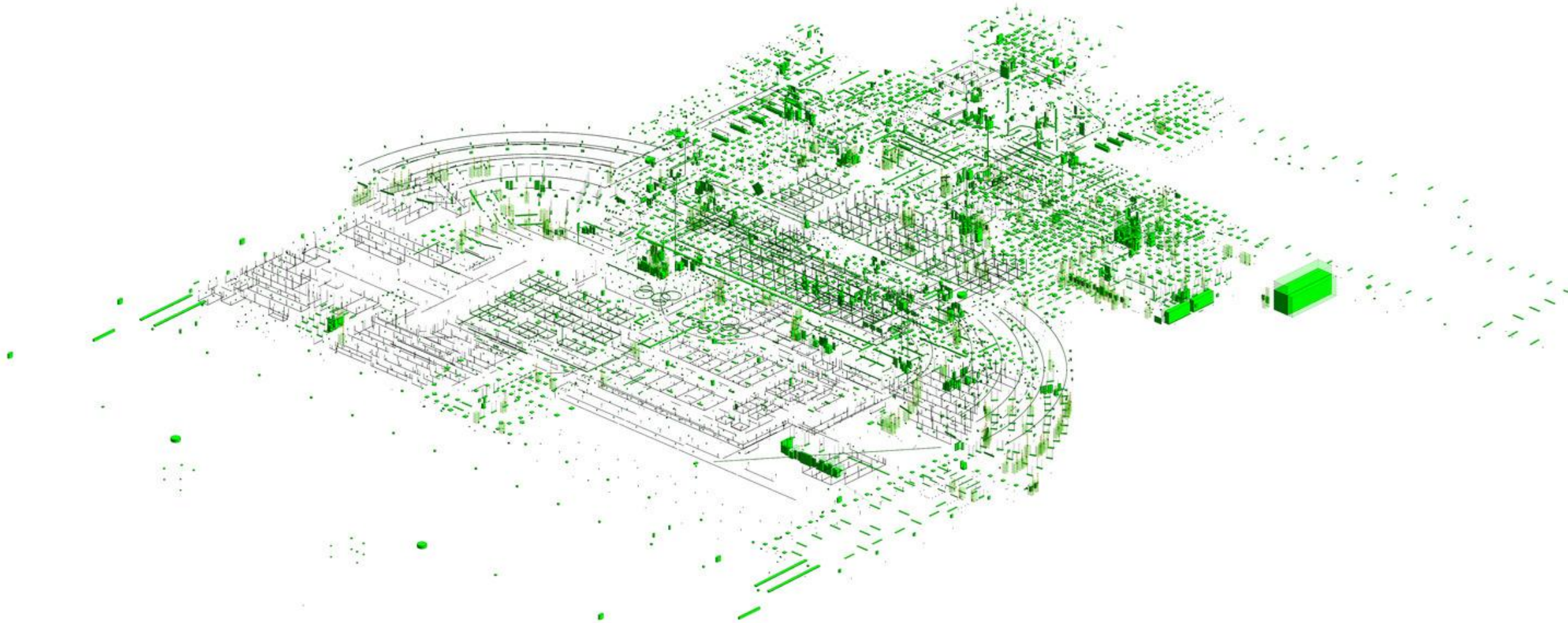


Lincoln Agnew for The Chronicle

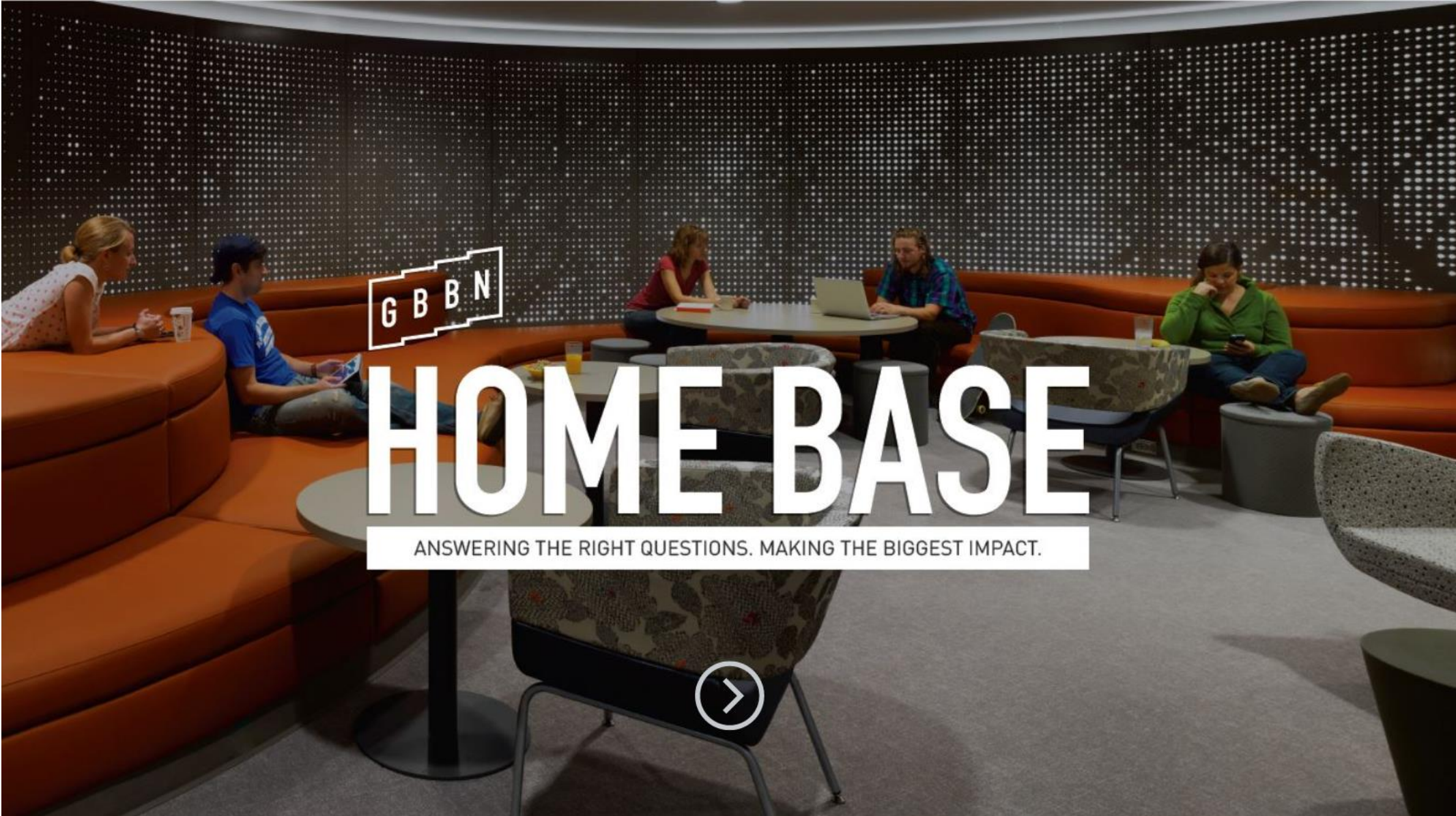
DATA to ACTION - DIKW



DATA / INDECISION



WISDOM / ACTION



GBBN

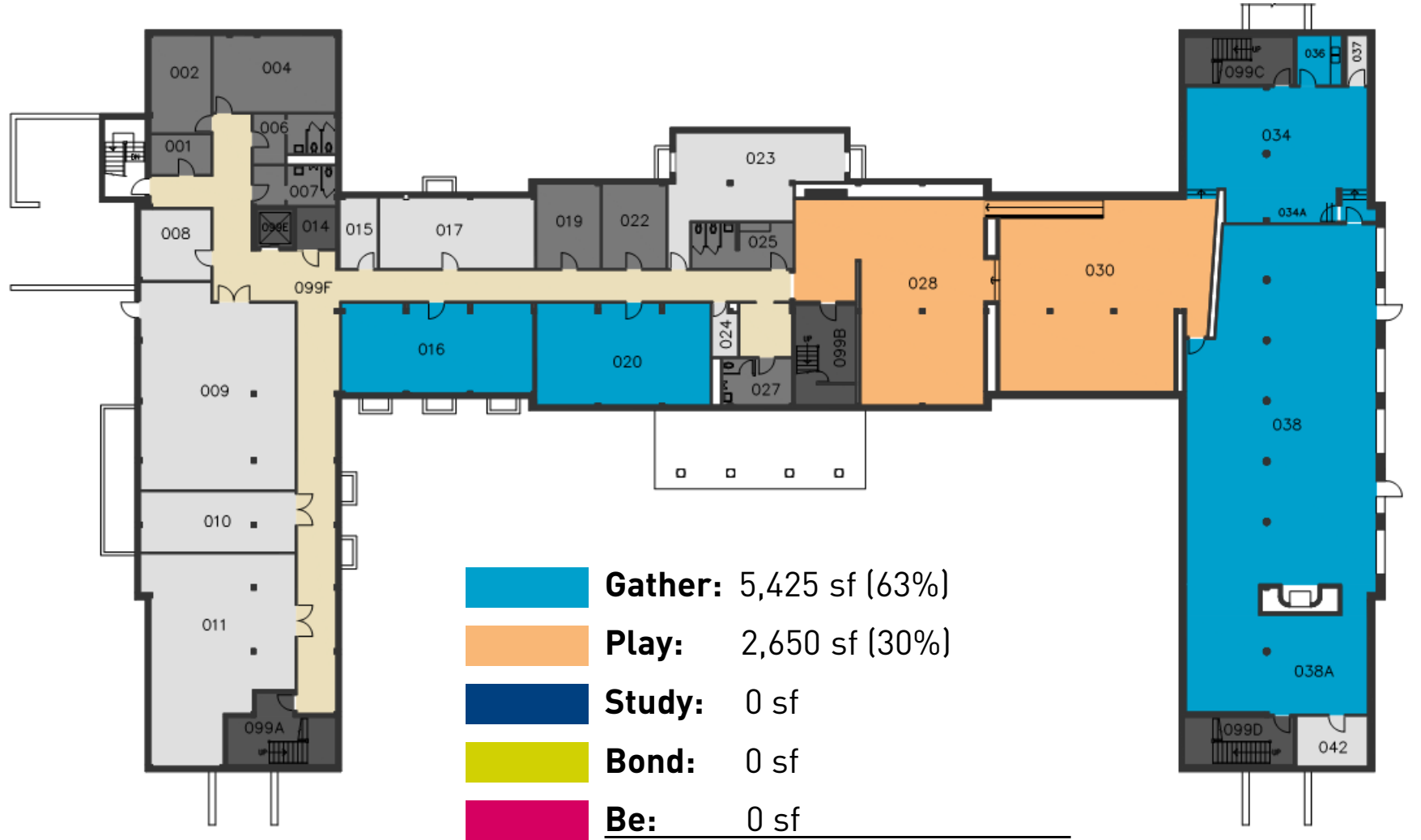
HOME BASE






ANSWERING THE RIGHT QUESTIONS. MAKING THE BIGGEST IMPACT.



ILLUSTRATION

Tappan Hall – lower level

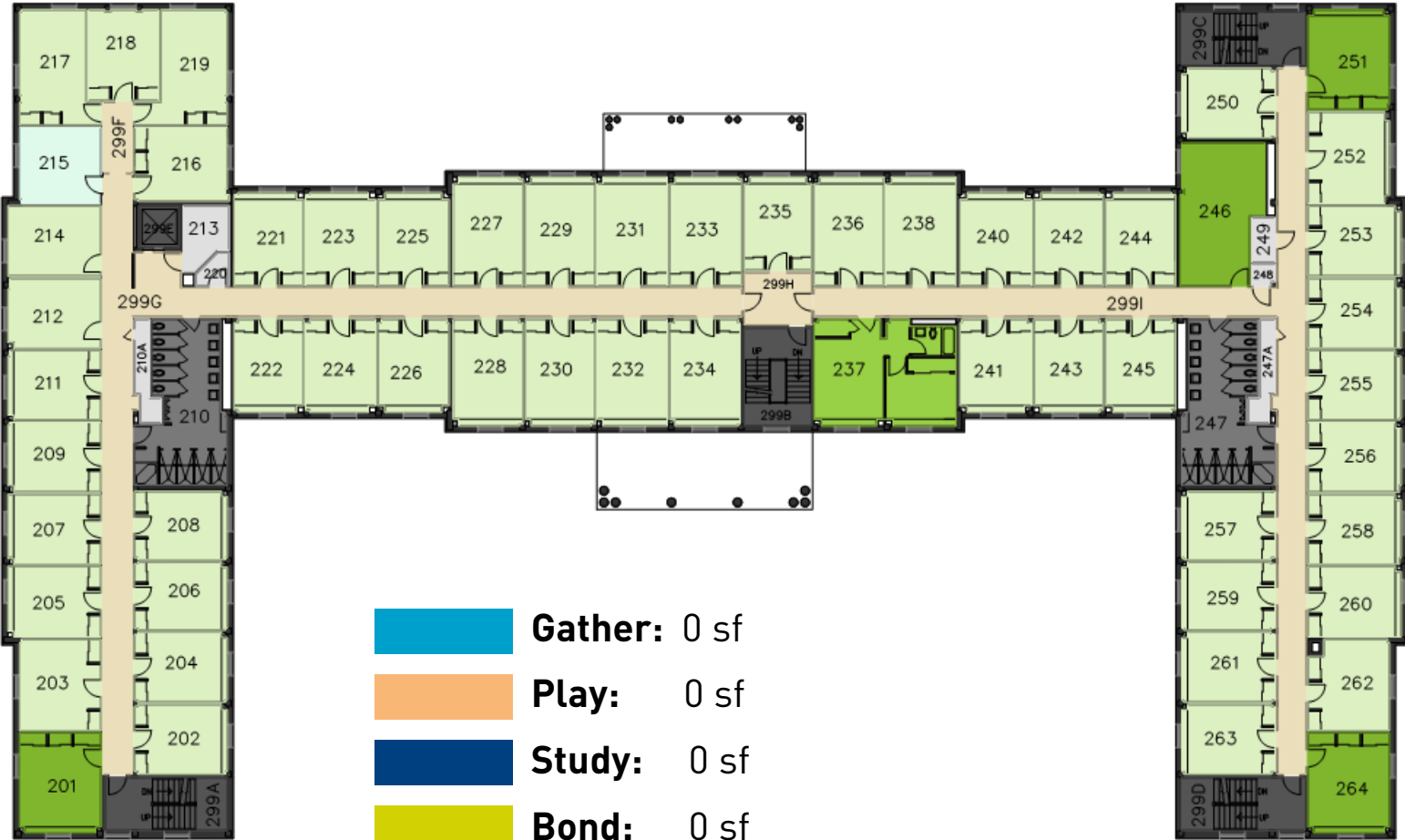







	Gather: 5,425 sf (63%)
	Play: 2,650 sf (30%)
	Study: 0 sf
	Bond: 0 sf
	Be: 0 sf
<hr/>	
Total:	8,067 sf (93%)

Tappan Hall – ground level



Tappan Hall – upper levels 2&3



	Gather: 0 sf
	Play: 0 sf
	Study: 0 sf
	Bond: 0 sf
	Be: 0 sf
<hr/>	
Total:	0 sf (0%)

Tappan Hall

Pre-Renovation Data

- **Living:** 34,848 nsf (300 beds)
 - Singles 5 (1.5%)
 - Doubles 278 (87%)
 - Triples 36 (11.5%)
- **Support Space:** 20,567 nsf
 - Fixture ratio ~ 1/10
- **Common Space** 8,717 nsf
 - Lower level: 8,067 nsf
 - Ground level: 650 nsf
 - Upper Levels: 0 nsf
- **TOTAL: 64,132 nsf/ 71,816 gsf**

Post-Renovation Data

- **Living:** 30,545 nsf (285 beds)
 - Singles 16 (5%)
 - Doubles 242 (85%)
 - Triples 27 (10%)
- **Support Space:** 25,631 nsf
 - Fixture ratio ~ 1/7
 - Maker Space/ Sorority Suite
- **Common Space** 7,956 nsf
 - Lower level: 2,500 nsf
 - Ground level: 1,150 nsf
 - Upper Levels: 2,153 nsf
- **TOTAL: 64,132 nsf/ 71,816 gsf**

Q&A