

COMPANY PROFILE

Data Sci is a market studies and research firm that produces "academically robust" reports. Our mission is to provide reliable, insightful market studies with evidence-based analysis to empower decision-makers. The company's vision is to be a trusted authority in market intelligence and research in South Africa and beyond.



WHAT WE ARE ALL ABOUT

At **Data Sci (Pty) Ltd**, we specialize in delivering **data-driven market intelligence** for property development projects. Our insights empower developers, investors, and policymakers to make informed decisions with confidence.

By combining **economic data, affordability analysis, and competitor benchmarking**, we provide actionable studies that highlight both risks and opportunities.

OUR SERVICES



ECONOMIC PROFILING

- Area Economic Profile
- Periphery Economic Profile
- Regional Economic Profile
- Macro Economic Profile



MARKET DEMAND STUDY

- Comprehensive Market Study
- Mid-Tier Market Study
- Market Study Synopsis



COMPETITOR & PRICE TRENDS ANALYSIS

- Competitor Pricing and Product Offering Analysis
- Average Market Price Analysis
- Recommended Product Pricing Analysis



TENANT SURVEYS

- Tenant Satisfaction Surveys
- Tenant Engagement Questionnaires
- Tenant to Buyer Surveys



PSYCHOGRAPHICS

- Target audience profiling
- Demographic and economic profiling



DATA DRIVEN MARKETING PLANS

- Tenant / Buyer Profiling
- Sales Funnel
- Marketing Positioning Plans
- Sales Lead Management

OUR IN-HOUSE TEAM

Our in-house team comprises experienced professionals with a combined 30+ years of expertise in real estate, market research, and marketing across South Africa and the broader African continent.

Our Team's collective qualifications include NDip Real Estate (UNISA), LLB (UNISA), MBA (UoP), Data Science (ALX), MSc Real Estate (candidate), BA Corporate Communications (UJ), BA (Hons) Communication Science and Research (UNISA), and a Master's in Management (WBS).

CONTACT US TODAY FOR A TAILORED QUOTE

MARKET DEMAND STUDIES

We analyze demographics, income levels, and competitor activity to determine whether there's a real market for your project. Our demand studies help you understand who **your customers are**, **what they can afford**, and **where opportunities exist**.



CONTACT US TODAY



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