



**Case Study: Enhancing Data Quality for Real Estate Investments with Pingahla’s PDQA**

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**Client:** EKT Equities
**Industry:** Commercial Real Estate
**Solution:** Pingahla’s AI Data Quality Accelerator (PDQA)

### ****Background****

EKT Equities, a leading commercial real estate investment firm, manages the acquisition, development, and oversight of multifamily and commercial properties throughout New York and New Jersey. With over $20 million in assets under management, EKT Equities relies heavily on data-driven insights to guide investment decisions and portfolio strategies.

Prior to partnering with Pingahla, EKT Equities faced significant challenges in maintaining data accuracy, consistency, and accessibility across their analytics pipeline. Manual processes using tools like Microsoft Access and Excel were time-consuming, prone to errors, and insufficient for the dynamic demands of the real estate market—especially during the turbulent times of COVID-19.

### ****Challenges****

1. **Inconsistent Data Quality:** Data sources such as Zillow, PropertyShark, and StreetEasy lacked standardization, leading to discrepancies in reporting.
2. **Manual Workflows:** Key reports were static, required extensive manual compilation, and took one to two days to produce.
3. **Limited Real-Time Insights:** The lack of automation delayed critical decision-making, especially when market conditions required agility.
4. **Scalability Issues:** EKT Equities needed a solution to support future growth without incurring prohibitive costs.

### ****Solution: Pingahla’s PDQA****

To address these challenges, Pingahla deployed its AI Data Quality Accelerator (PDQA) as part of a broader open-source analytics transformation. The PDQA solution provided EKT Equities with robust tools for data profiling, validation, and error detection, ensuring data integrity at every stage of the analytics pipeline.

#### **Key Components of the Solution:**

* **ETL Automation:** Leveraging Talend Open Studio, automated pipelines were established to streamline data ingestion and transformation.
* **Data Quality Checks:** PDQA was integrated to perform rule-based and AI-powered validations, identifying and resolving data anomalies in real-time.
* **Centralized Data Repository:** MySQL served as the central database for consolidated, high-quality data.
* **Custom Reporting Interface:** Pingahla developed a custom web portal, enabling users to access accurate insights on properties and market trends from any device.

### ****Implementation****

1. **Needs Assessment:** Pingahla conducted a detailed assessment of EKT Equities' existing data workflows, identifying pain points and opportunities for improvement.
2. **Solution Design:** The architecture leveraged PDQA’s advanced data quality capabilities alongside open-source technologies to minimize costs.
3. **Deployment:** Automated ETL pipelines with integrated PDQA checks were deployed, ensuring seamless data processing and validation.
4. **Training and Support:** EKT’s team received training on the new tools and processes, ensuring successful adoption and ongoing usability.

### ****Results****

Since implementing Pingahla’s PDQA and open-source analytics platform, EKT Equities achieved significant improvements:

* **Increased Efficiency:** Reporting time was reduced from two days to a few hours, enabling faster decision-making.
* **Improved Data Quality:** The integrated PDQA checks ensured 99% accuracy in data outputs, reducing errors and inconsistencies.
* **Enhanced Portfolio Performance:** Core property returns increased by 10-15%, even amidst market disruptions caused by COVID-19.
* **Scalable Infrastructure:** The solution provided a flexible, cost-effective platform for future growth.

### ****Testimonial****

“The emphasis on analytics is only growing at EKT Equities, especially as COVID-19 reshaped the commercial real estate business. We could not have pivoted so quickly without Pingahla and their innovative PDQA solution. Their expertise has been pivotal in our digital transformation journey.”
— David Khaloyan, CEO, EKT Equities

### ****About Pingahla’s PDQA****

Pingahla’s AI Data Quality Accelerator (PDQA) is designed to ensure the integrity and reliability of data through automated profiling, validation, and anomaly detection. By integrating PDQA into existing workflows, organizations like EKT Equities gain accurate, actionable insights that drive business success.

For more information, visit [www.pingahla.com](http://www.pingahla.com).