

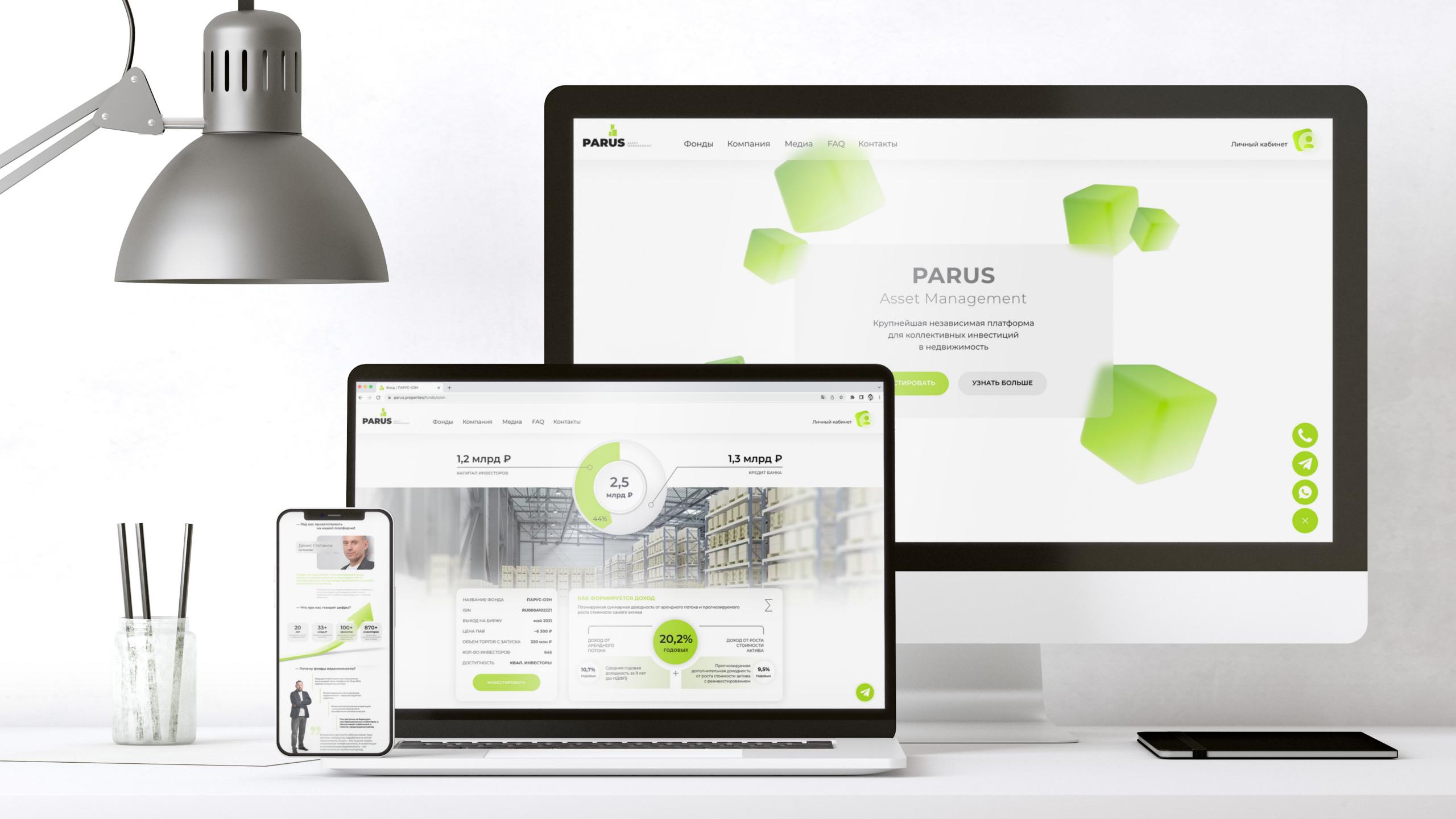
# PERSONAL INVESTOR ACCOUNT WITH QLIK ANALYTICS AND GAMIFICATION SCENARIOS

Chief Operations Officer, PARUS AM **Alexey Sivyakov** 

Data: **27.07.22** 

Place: Qlik webinar for banks of Azerbaijan





## WHO ARE WE?

Founders







Kirill Starodubtsev



Sergey Egorov



Alexey Novikov

#### Our experience

Experience in continuous operations with non-residents

25+ years Assets under management

35+ bln₽ # of real estate projects

100+ projects



#### OUR ASSETS

35+ bln₽

Under management



50 000 M<sup>2</sup>

1,95 bln P



CLOSED RETAIL REAL ESTATE INVESTMENT FUNDS

Shopping Mall «VESNA!», Moscow



#### Office Building «BANNIY 9»,

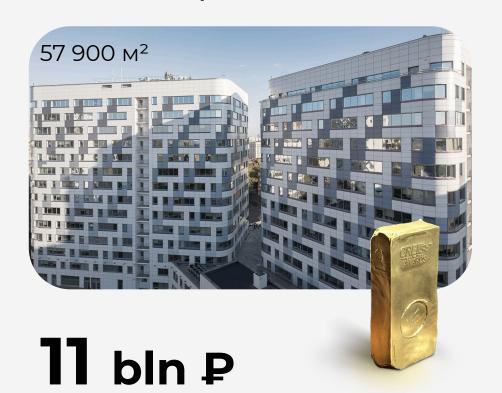
12 500 M<sup>2</sup>

**1,8** bln ₽

Moscow

#### CLOSED OFFICE REAL ESTATE INVESTMENT FUNDS

Office Building «DVITSEV», Moscow



Office building «PAVLOVSKIY». Moscow



**4,5** bln ₽



#### WHAT DO WE DO?

Real estate search

Real estate purchase

Closed real estate investment fund creation

Stock exchange listing

Selling closed real estate investment fund creation

A 4 5



Revenue distribution to investors



Search and creation of a new fund is similar to jeweler's craft – to find a rough diamond and then work delicately and thoughtfully to turn it into a shining diamond, which is desired by everyone.

Sergey Egorov Co-founder



#### PAINS AND AIMS



- Quality financial reporting
- Non-typical CJM

distribution

- Investors don't have clear understanding on revenue
- Holistic view on revenue distribution needed



## WHY QLIK?



- Industry leader
- Scheduled PDF report distribution according to access rights
- Vendor's support
- Strong and large local users community



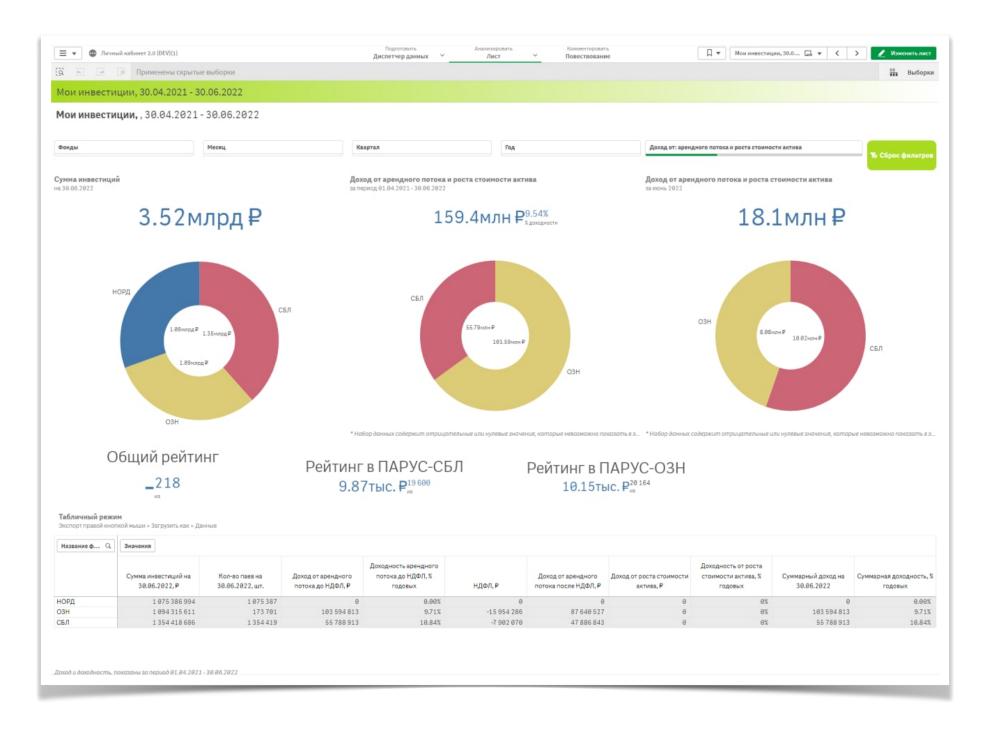
## TIMELINE

Dashboards prototyping		DWH creation		Building dashboards
• • • • • • • • •				
Panel (focus-group) with employees	•••••	Dashboards personalization	•••••	Technical sprint with owners' supervision
		• • •		
		Analytics integration into web-site (using iframe)		



### VISUALAESTHETICS

#### OLD



#### NEW





### BI - THAT'S ALSO MARKETING

# INTRODUCING GAMIFICATION

Investor's portfolio benchmark (or investor leaderboard)

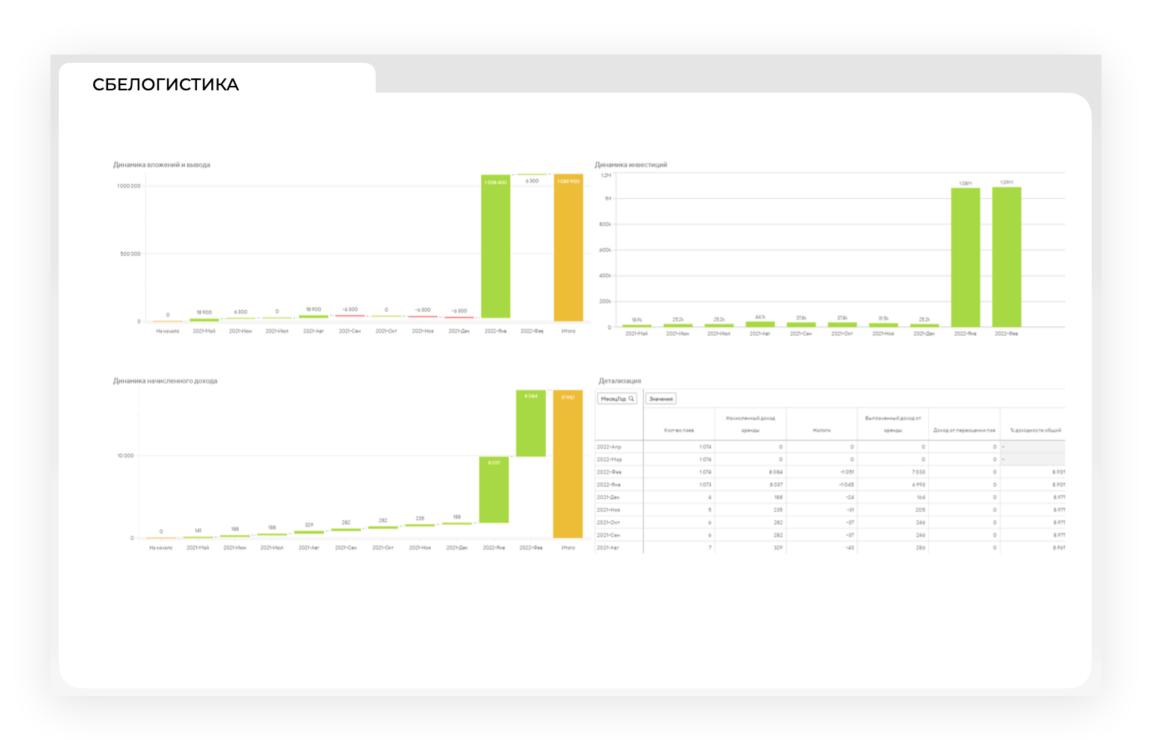
# PERSONAL ACCOUNT FOR ATTRIBUTION

Track and attribute investors to marketing channel sources



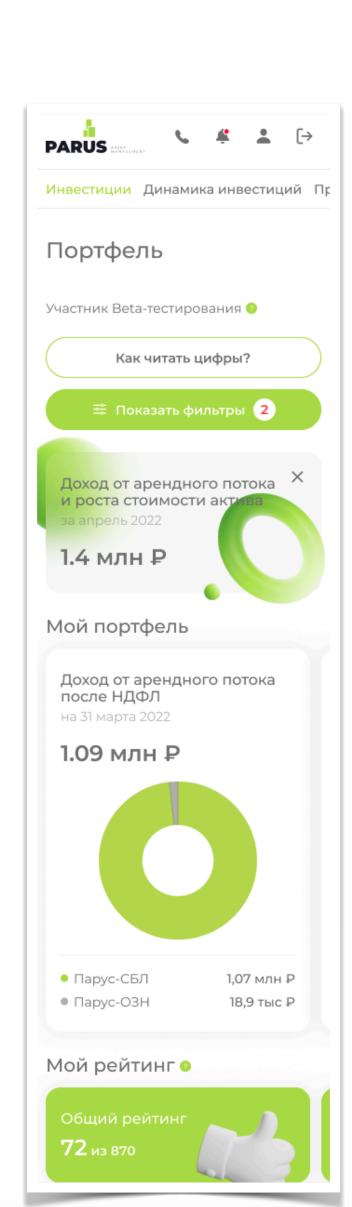
## OUR PLANS







#### +7 (495) 789-66-55 PARUS: Инвестиции Динамика инвестиций Прогноз Фонды Операции Документы Портфель Участник Beta-тестирования 📀 😅 Показать фильтры 🙎 Как читать цифры? Доход от арендного потока и роста стоимости актива за апрель 2022 1.4 млн ₽ Мой портфель Доход от арендного потока Доход от арендного потока Доход от аренд после НДФЛ после НДФЛ после НДФЛ на 31 марта 2022 на 31 марта 2022 на 31 марта 2022 1.09 млн ₽ 1.09 млн ₽ 1.09 млн ₽ Парус-СБЛ Парус-СБЛ • Парус-СБЛ • Парус-ОЗН • Парус-ОЗН 18,9 тыс ₽ • Парус-ОЗН 18,9 тыс ₽ Мой рейтинг •



#### MOBILE ANALYTICS

- Dashboards adapted to mobile screen
- Keep the same level of information intensity as on desktop, despite screen size constraints



# | PDF REPORTING



Additional users for investor's personal account:

164%

PDF reporting development timing:

1 month





