



Residential  
Property Attributes:

# UK property market deep dive

CACI

## What are CACI's Property Attributes?

CACI's Property Attributes are made up of key property level variables linked to an address that come from several sources and are combined, deduplicated and modelled across the rest of the UK by CACI's data scientists to create a single core residential property file.



## How do Property Attributes work?

CACI has combined our wealth of information across our well-established products with data available from our key partners to create a single view of the UK property market. Available for use across a range of business applications, data is categorised into factual, inferred and modelled to create a comprehensive view of residential properties across the UK. This property level information is then combined with CACI's unique demographic and lifestyle data about consumers to supply valuable, detailed insight that will support marketing campaigns or planning activities. The resulting information includes property type, number of rooms, tenure, house price, energy consumption, geo-location, planning permission data and much more.

Along with the 'real' data, CACI have inferred variables such as the type of property or current house price value from known data on the same street or in the same area to increase the volume of data available, which is also modelled across the country to generate a holistic view of properties where no other data is available.

# How can Property Attributes be delivered?

CACI's geospatial and data science experts can deliver the data in virtually any desired format. All you need to do is request your preferred format or speak to CACI for tailored recommendations. The most common delivery formats are:

- Flat file (typically CSV) appended directly to your address data, or by UDPRN (PAF) UPRN (OS) for full market view
- Spatial files containing point, line or polygon geometry objects (e.g Shapefile)
- Dashboard view - built into your preferred BI tool or within our market leading cloud-based GIS, InSite Everywhere
- CACI's real-time or bulk API solution
- Database files (e.g SQL)

## Applications



### Insurers

to better understand information about properties for insurance risk.



### Emergency services

to risk score, including variables such as on road parking and mixed-use buildings.



### Banking

to support mortgage insight and validate requests.



### Utilities

to accurately predict demand and identify upsell or efficiency opportunities.



### Home delivery and at home services

to more accurately predict delivery times and personalise campaigns.



Elderly care planning.



### Local authorities

to identify and target relevant services, including retro-fitting eligible homes to reach net-zero targets.



### Landlords and land investments

to understand household composition and identify gentrification.



## Why CACI?

- A single source of property data
- Derived variables available to increase factual volumes and full modelled file where 100% coverage is important
- We regularly work with property data for client projects, so we have enhanced and improved variables that are traditionally difficult to use internally (e.g floor level)
- Delivery in flexible formats for all needs, including in platforms and APIs
- Built using CACI's team of expert data scientists, with years of working with address data, who have a deep understanding of household structures and logic
- Easy to understand data dictionary

To find out more about how CACI can bolster your understanding of the UK residential property market, contact us today.

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