

VAIRAVAN SHANMUGAM

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PROFILE

Real estate expert with backgrounds in real estate research, strategic partnerships, marketing and PR. Regularly consulted by CNA for insights on Singapore's real estate market. Leads real estate investment analysis for a family-owned real estate portfolio, driving value appreciation and optimising cash flow. Holds a Master's in Management and a First-Class Honours in International Business, with a proven ability to turn raw data into actionable and accurate predictive insights.

EDUCATION

Singapore University of Social Sciences (SUSS)

Master of Management (Analytics and Visualisations) — Jan 2022 to Nov 2023

- **Thesis:** "Using Geospatial Metrics to Improve Real-Estate Price-Predictions in Singapore."

Graduate Diploma in Analytics and Visualisations — 2023

Graduate Diploma in Management — 2022

University of Birmingham

2019 – 2022

BSc International Business, First Class Honours

PROFESSIONAL EXPERIENCE

Ohmyhome Property Management — Tech Integration and Data Insights Specialist

Jul 2024 – Jul 2026

- Regularly featured as a Property Expert on CNA Radio and CNA TV.
- Lead Real Estate Researcher for Singapore, Malaysia & Philippines markets.
- Handling and managing external agencies and vendors.
- In charge of overall data strategy, live dashboard implementation and data models.
- Project managing cross-functional team of developers using Agile methods.
- Overseeing the formulation and planning of GenAI into existing products.
- In charge of sourcing and handling strategic tech-based partnerships.

Ohmyhome Pte Ltd — Founder's Office, Data Analyst

Jul 2023 – Jun 2024

- Lead Real Estate Researcher for Singapore, Malaysia & Philippines markets.
- In charge of competitor analysis, financial analysis, partnerships and PR efforts.
- Consulted on AI-based valuation model — most accurate in Singapore.
- Built several real-estate prediction models incorporating multiple data points.
- Built dozens of real-time, self-updating dashboards for C-suite.

Ohmyhome Pte Ltd — Marketing Data Analyst

Mar 2023 – Jul 2023

- Market research, business reporting, competitor analysis and performance marketing analysis.
- Built tools to better analyse market data in real-time.
- Published research content and live, real-time dashboards on company blogsite.
- Advised tech and marketing teams on feasibility of new features and GTM strategy of new product offerings.

Singtel (Cyber Security) — Business Analyst

Apr 2022 – Nov 2022

- Researched and managed automation efforts.
- Researched market data aiding in long-term business planning.
- Built BI dashboards and reports for upper management.
- Maintained and ensured the continual integration of Salesforce.

Standard Chartered Bank — Data Analyst (Contract)

Oct 2021 – Apr 2022

- Conducted client analysis to help clients move towards digital platforms.
- Streamlined reconciliation efforts through automation.
- Built dashboards to turn data into actionable insights for upper management.

Jones Lang LaSalle — HR Intern

Feb 2021 – Apr 2021

- Cleaned up 100,000+ files using automation, saving weeks of manpower.

LEADERSHIP & CONCURRENT ROLES (OHMYHOME)

- Co-led Tech team at advisory/strategic levels.
- Led Operational Excellence team.
- Digital Marketing Lead (Group-level).
- Real Estate Research Lead (Group-level).
- Product strategy for License Plate Recognition System (Property Management Arm).
- Compliance, Operations & SOP lead.
- Tech Product Strategist — overseeing one product manager with several full-stack developers (Property Management Arm).
- Data Insights, AI & Automation (Innovation) lead (individual contributor).

SELECTED SYSTEMS & TOOLS

- Automated monthly client reports integrating data from proprietary CRM platforms into live dashboards and report templates.
- Centralised compliance dashboard via direct RDS connections, custom logic and cron jobs for data history — enabling proactive intervention and reducing headcount by combining roles.
- Dashboards enabling easy data extraction for internal workflows.
- Chrome extension to track meeting checklists; Google Sheets backend with cron-based daily updates; integrated with dashboards for liveness.

SPEAKING & MEDIA

- 2-hour public talk on buying properties in Singapore; shared with business leaders; positive feedback for fact-based approach.
- Invited to speak for an organisation with ~2,000 members.
- Radio/TV interviews: rising clawbacks; falling developer sales; Singapore small-unit condos; steady demand; sluggish resale; VERS policy updates.