The Time is Now:

Turning Self Storage Data into Profits

A Comprehensive Guide for Making Data-Driven Decisions to Increase Revenue

In today's digital age, data has become one of the most valuable assets for businesses, including those in the self-storage industry. Companies that harness the power of data can unlock significant competitive advantages, driving innovation, efficiency, and growth. However, merely collecting data is not enough. It's crucial for businesses to own and control their data to fully capitalize on its potential.

Why Data Ownership Matters in Self Storage

In order to mine and visualize your data to provide critical, actionable insights, you have to own it and have full access to it. Today's leading property management platforms provide the ability to harness data from multiple sources and connect to Business Intelligence (BI) tools, providing a clear path towards data-driven decision making and increased profitability. Historically, this level of data empowerment was only available to industry giants with the resources to invest in complex, custom-built BI solutions. However, the playing field has been leveled by the emergence of affordable, scalable vSaaS platforms; every storage owner, no matter how small, can now unlock the power of their data to gain a competitive edge.

According to Lance Watkins, CEO at Tenant Inc., "When storage owners see their data visualized for the first time, their jaws literally drop. Instantly, important trends, key observations, and problems become crystal clear to them. Your data belongs to you, and your software provider should be committed to making sure you not only have access to your data, but help you in every way possible to make complete sense of your data to make critical business decisions. Once you master data ownership, your ability to mine value becomes endless."
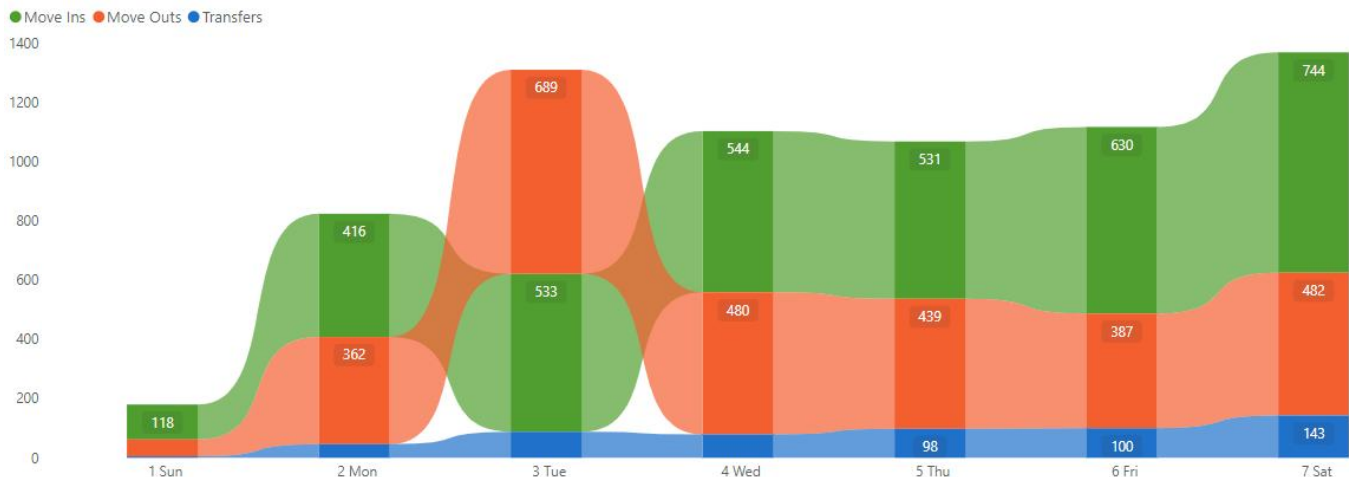
1. Strategic Decision-Making

Owning your data allows for more informed and accurate decision-making, allowing you to discover strategic insights and highlight areas for improvement. In our industry, this could mean unit pricing decisions, managing occupancy rates, making staffing decisions, enhancing customer service, and overall operational refinement.

For example, the below chart depicting rental activity by day of the week would reveal that this facility sees the least rental activity on Sundays, while Tuesdays see the most. This information helps you understand customer preferences for moving in or out, allowing you to plan your staffing levels more effectively. After all, Sundays are for brunch and football... not moving.

Rental Activity by Day of Week

Chart legend: ● Move Ins ● Move Outs ● Transfers

| Day	Move Ins	Move Outs	Transfers
1 Sun	118	362	
2 Mon	416		
3 Tue	533	689	
4 Wed	544	480	
5 Thu	531	439	98
6 Fri	630	387	100
7 Sat	744	482	143

2. Personalized Customer Experiences

Good data visualization allows you to understand trends and preferences in customer behavior, allowing you to tailor your services to meet their specific needs. By analyzing data on customer demographics, move-in/out trends, and storage needs, operators can create targeted marketing campaigns or personalize their service offerings to specific customer segments.

A visualization that shows rentals by lead source could reveal that 46.9% of them come from iPhones, 25.64% from Windows, 17.15% from Android, and 10.24% from Macs.Seeing these numbers could prompt you to optimize your mobile website experience for iPhones or target your marketing campaigns to the highest converting demographic. Since many Windows machines default to the Bing search engine, running Bing search ads in addition to Google Ads may help capture a demographic that may have otherwise fallen through the cracks.
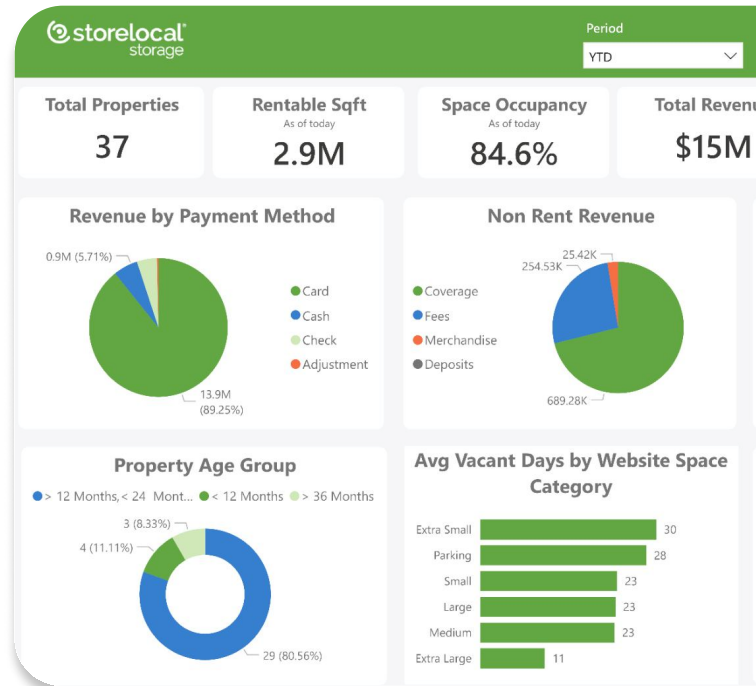

Leads by Devices
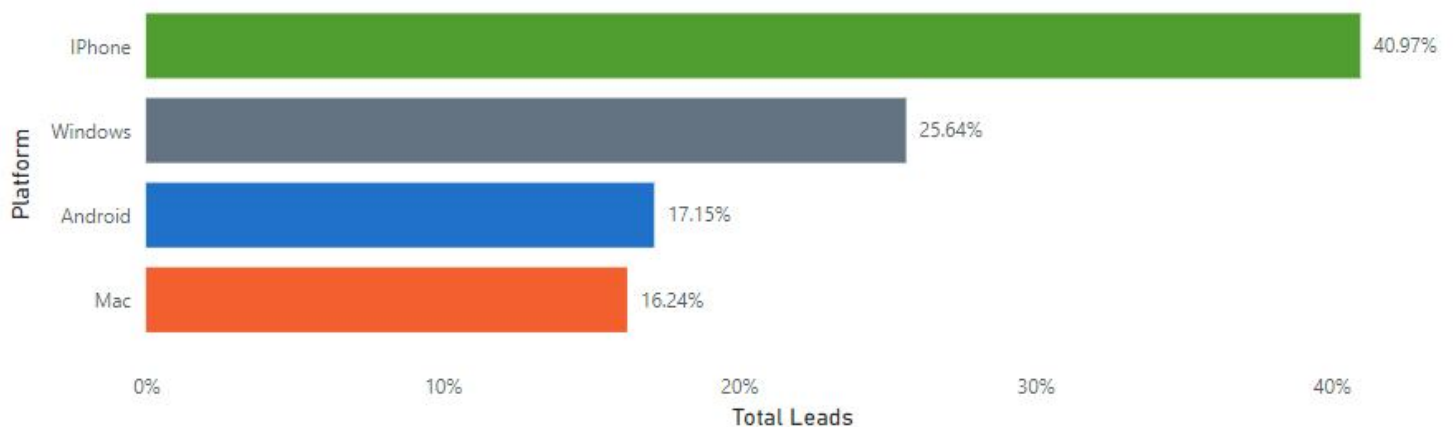
3. Innovation and Competitive Edge

Data ownership enables self-storage businesses to innovate by identifying new market trends and opportunities. Companies can develop new services or improve existing ones based on real-time data insights, providing a competitive edge and enhanced customer experiences. Data insights can be used to assess the viability of new locations, identify potential development opportunities, and understand the competitive landscape.

Property Age Occupancy
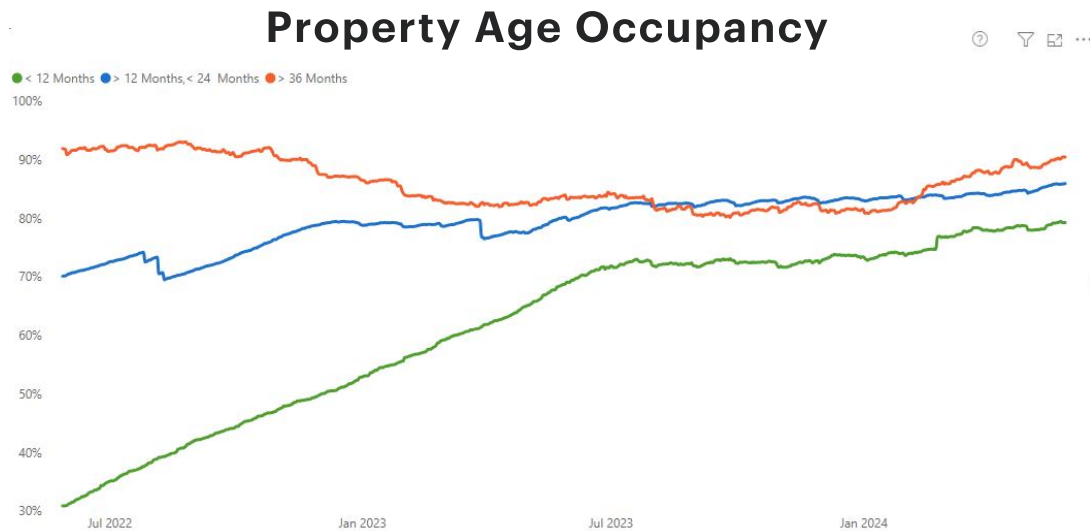
Take a look at the chart above that groups properties by their age, indicating the time since the property went live. This example reveals that the properties established within the last 12 months have progressed well, reaching towards an 85 percent ideal occupancy. In contrast, properties that started more than 36 months ago are trending downwards from 90 percent to 80 percent occupancy. This trend suggests that the older properties may need to focus on upgrading their appearance or features to sustain occupancy rates.

Understanding these patterns helps in focusing resources and strategies to sustain occupancy rates and maintain competitive advantage.

4. Maximize Revenue

Data analysis can inform dynamic pricing strategies that adjust rates based on demand, create promotions and campaigns for targeting specific unit categories, competitor pricing, and seasonal fluctuations. Additionally, data can help identify upsell opportunities for services like packing supplies, moving assistance, or insurance.

The chart below shows the occupancy trend year to date, revealing a slight drop at the end of each month due to a higher number of move-outs. To counteract this, you can implement pricing techniques to boost move-ins during this period, helping to maintain stable occupancy levels and prevent revenue loss at the end of each month.

Occupancy Trend
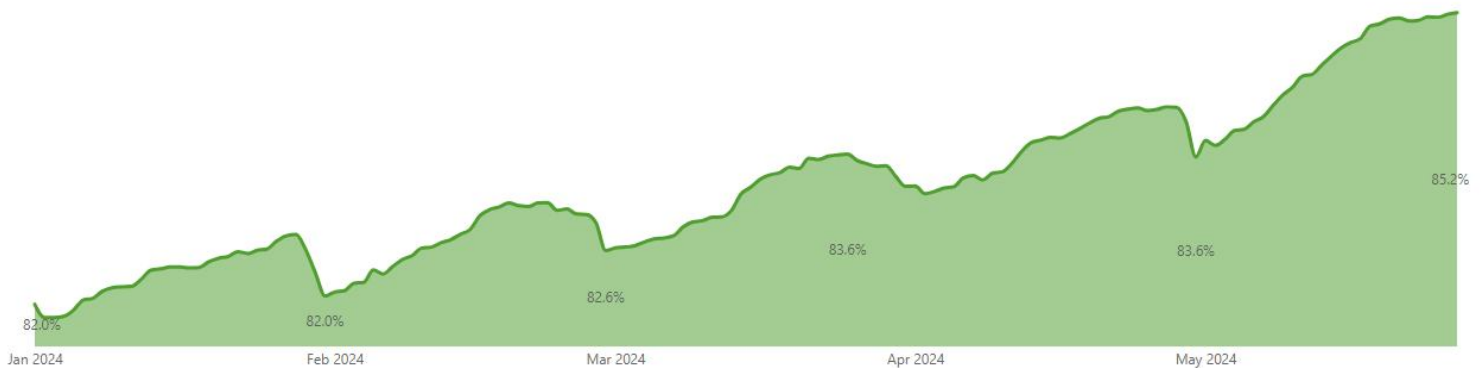
5. Data Security and Compliance

With increasing regulations around data privacy, owning your data ensures you can implement robust security measures and comply with legal requirements. Even more, collecting your customer data through a SOC2-certified platform like Tenant's Hummingbird will ensure the highest level of security compliance, protecting your business from potential fines and breaches while building trust with your customers. After all, in this day and age, customers expect their personal information to be handled responsibly.
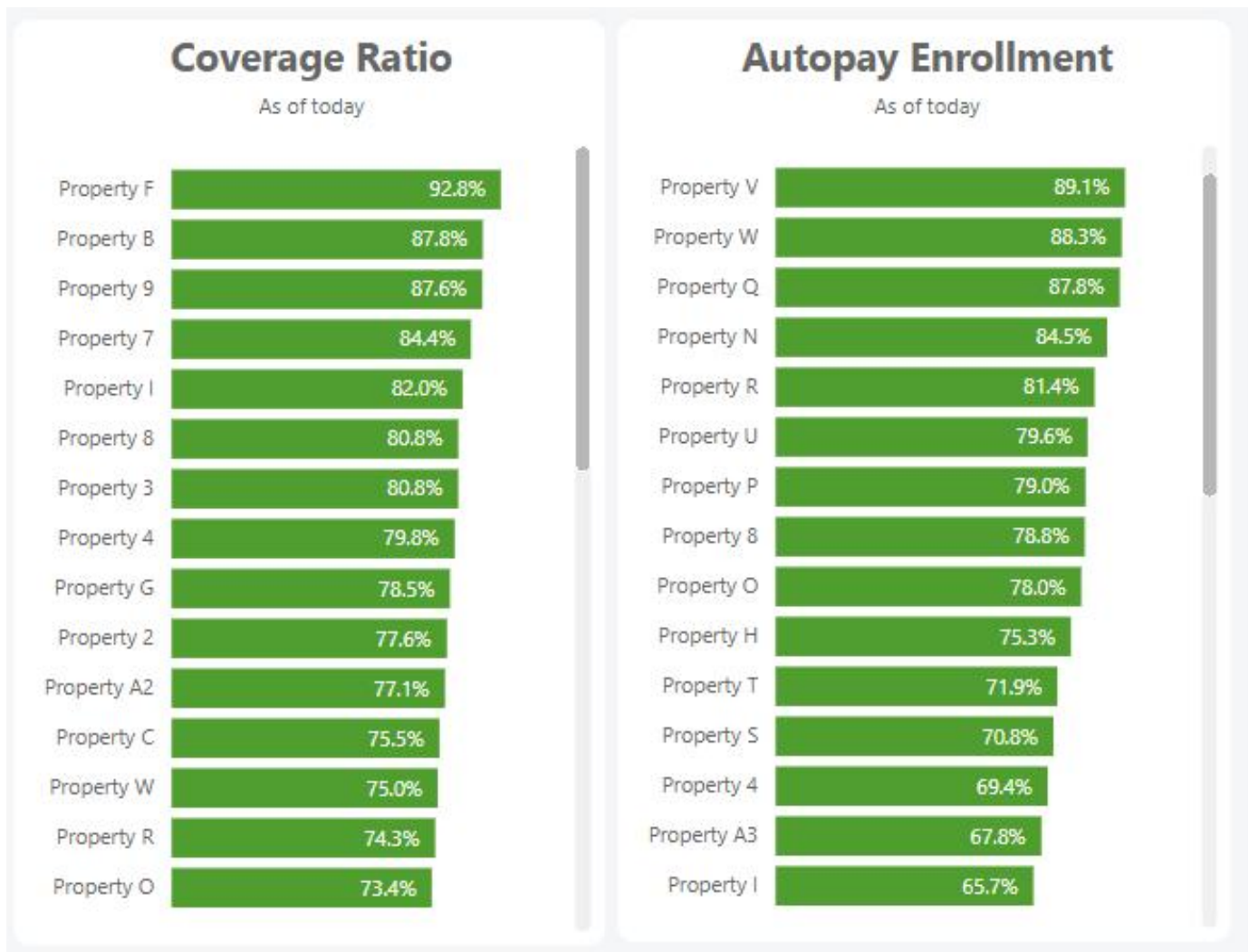
6. Comparative Analysis for Optimized Performance

By stacking your properties up against each other for different measures, you can identify your portfolio's top performers and those needing improvement. This comparative analysis enables you to allocate resources effectively and drive overall performance.

Take the bar graph below as an example; it measures each of your properties based on insurance enrollment metrics. Property F has the highest coverage enrollment at 92%, while Property O has the lowest at 73%. Similarly, for autopay enrollment, Property V leads with 89%, and Property I is the lowest with 65%.

Coverage Ratio — As of today		Autopay Enrollment — As of today	
Property F	92.8%	Property V	89.1%
Property B	87.8%	Property W	88.3%
Property 9	87.6%	Property Q	87.8%
Property 7	84.4%	Property N	84.5%
Property I	82.0%	Property R	81.4%
Property 8	80.8%	Property U	79.6%
Property 3	80.8%	Property P	79.0%
Property 4	79.8%	Property 8	78.8%
Property G	78.5%	Property O	78.0%
Property 2	77.6%	Property H	75.3%
Property A2	77.1%	Property T	71.9%
Property C	75.5%	Property S	70.8%
Property W	75.0%	Property 4	69.4%
Property R	74.3%	Property A3	67.8%
Property O	73.4%	Property I	65.7%

The Power of **Business Intelligence in Self Storage**

Once your data is collected and stored in a data lake such as Tenant Data Warehouse, it needs to be analyzed and visualized. Business Intelligence (BI) tools such as PowerBI and Tableau can transform raw data into actionable insights through advanced analytics and data visualization options.

1. Boost Operational Efficiency

BI dashboards provide real-time visibility into key performance indicators (KPIs) specific to the self-storage industry, such as occupancy rates, revenue per unit, and customer acquisition costs. This allows businesses to keep their finger on the pulse of their operations, and quickly identify areas for process improvement, leading to streamlined processes and enhanced productivity.

2. Enhanced Reporting and Analysis

BI tools simplify the reporting process, allowing for quick and accurate report generation. This ease of access to information enables better analysis and faster response times to market changes. Self-storage operators can quickly identify trends and make data-driven decisions to maximize returns.

3. Predictive Analytics

Leveraging historical data, BI solutions can forecast future trends and outcomes. Predictive analytics helps self-storage businesses anticipate customer needs, optimize inventory (such as packing materials), and plan for future growth, ensuring they stay ahead of the competition. Website analytics can reveal user behavior and identify potential pain points in the online booking process.
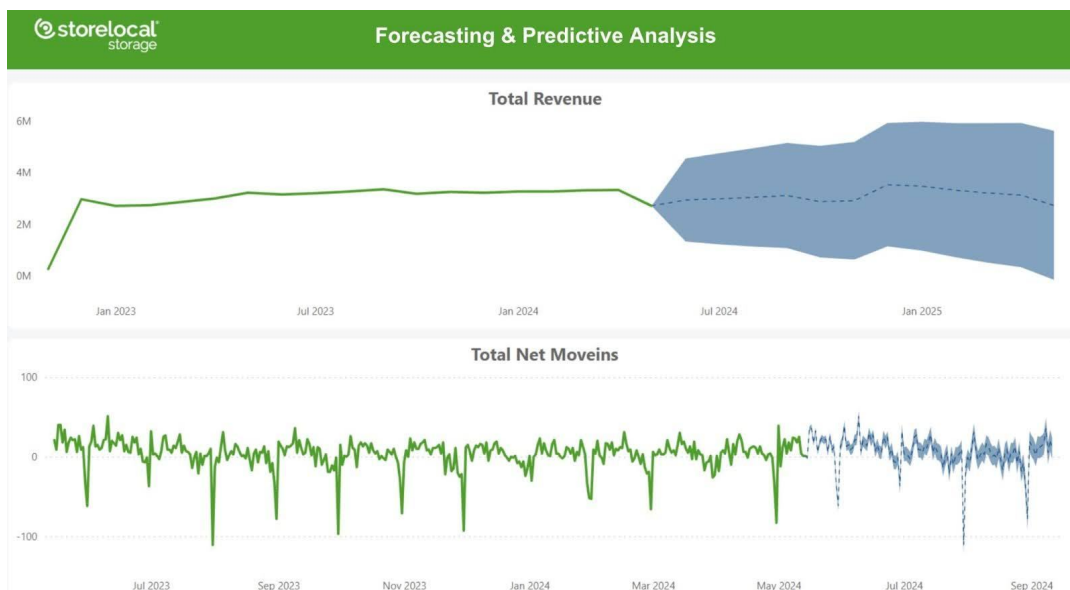
Ready to Harness the **Power of Data Ownership** to Unlock the **Full Potential of Your Storage Business?**

Owning your data and utilizing business intelligence tools are essential for modern self-storage businesses to thrive in a data-driven world. By controlling your data, you can unlock its full potential, driving strategic decision-making, personalized customer experiences, and continuous innovation. Understanding trends in customer behavior, occupancy rates, and revenue streams allows storage operators to make informed decisions that enhance current operations and anticipate future demands and challenges. Adopting data-driven strategies positions self-storage operators for growth and long-term success in a highly competitive marketplace.

"The amount and quality of data I get from Tenant Data Warehouse **allows me to do in one hour what used to take me a full week** of manual reporting and analysis. It's a real game-changer."

- Renee Tulve, Platinum Storage Group

To learn how Tenant Inc.'s complete, end-to-end suite of purpose-built technology solutions and integrated services can help maximize your NOI, **schedule your personalized demo today** or give us a call at **(949) 894-4500**.