

Proud to be EG...

Jack Maughan

Our senior data scientist shares his passion for the job and the potential “goldmine” that is demand data

In your role as a data scientist for EG, what are your responsibilities?

A data scientist's main role is to be the person who understands the data in the product best, from there we can do a myriad of things, whether that's new product development or extracting trends and interpreting the data.

There is a never-ending list of projects we want to develop, so it's really trying to understand what is important to our customers in order to help guide our decisions on what to build next and focus on those. It's this understanding of the data and data needs in talking to the industry which is really important, and from there it is developing and innovating algorithms that we have to maintain going forward.

What trends have been observed in the behaviour of EG users over the past two years, and has the pandemic resulted in any actionable plans or initiatives?

Data science and machine learning examine how we can predict people's behaviour based on historic patterns. So when people's behaviour patterns changed dramatically over the past two years, it affected machine learning models and it became evident that it was more important than ever to collect as much data as possible. These views are likely to be common across multiple industries, which is why we launched EG Premier Data, offering full insight into the data we have at our disposal and the clearest picture of what is happening in the market as we start to understand what the “new normal” looks like.

One of these datasets is called “demand data”, which provides a unique insight to what is being searched for in the market and which we can prove correlates into deals in the future. The trends in property searches and enquiries increased by 50% in a near-overnight change at the start of 2020. This demand



dataset is something that I consider to be a goldmine; the correlation between enquiries and deals only scratches the surface of what it is capable of.

Data measurement is crucial to reaching net zero in the built environment. How do EG's products support businesses in achieving sustainable goals?

EG is well positioned to help businesses on their ESG journey. As we work to understand what our clients need, we are considering the environmental part of ESG, bringing some core datasets, such as EPC and BREEAM, to show energy ratings of buildings.

Having all this information will be crucial to understanding which properties require investment to become more sustainable, with regulations prohibiting leases of buildings with energy ratings below an F coming into force by 2023, and the requirement of a D in a few years.

In addition to this, we will also be looking at data on water and waste flows, carbon emissions and even flood risk to get a full perspective on a property's environmental impact.

Getting to net zero is something we all need to work towards, so I am personally excited to deliver this information to help the industry reach its targets.

In the past decade, data science has become an important tool for business planning. How have you observed this applied?

I have worked at RELX, EG's parent company, as a data scientist for five years, working across three different brands, and have seen a wide variety of innovation. Although the markets vary from agriculture to aviation to petrochemicals, and of course commercial property, the brands share new tools and projects to leverage concepts across all businesses. By having this big network of people, we can learn and inspire each other, resulting in more effective outcomes.

What makes you proud to be part of the EG team?

It's the people and the passion that they bring. No matter which team you happen to be a part of, you are actively encouraged to express yourself and bring your own passion into the workplace. Not only does this lead to great innovation but when people do bring what makes them passionate to work it becomes more enjoyable for everyone.

It's not only in the workplace but across the industry that I see EG having a positive influence, such as with our Future Leaders programme. I was lucky enough to do this course as part of our internal cohort, but seeing EG promote this across the industry really makes me proud that we are offering such a valuable opportunity more widely.

Having support from different communities within EG and even across RELX is such a source of inspiration – whether that is the data science community where we discuss latest technologies and projects, or diversity & inclusion sessions where we are actively challenged to learn and do more to reduce inequalities. The take-up and commitment by such a resounding number of EG employees to these sessions just reiterates what makes me proud to be in the EG team.