Category

Data & AI

Data Literacy for Real Estate, Facilities & Workplace Teams Playbook

Making space decisions on occupancy data that reflects how people actually work, not badge-swipe counts alone

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for building data literacy within real estate, facilities, and workplace teams — occupancy data quality assessment, utilization-versus-capacity distinction, and appropriately interpreting workplace sensor and badge data — addressing the specific risk of space planning decisions relying on incomplete or misleading occupancy proxies.

Badge-swipe data seems like a straightforward, objective measure of

office occupancy — what's the data literacy concern? Badge swipes measure building entry, not actual desk or space utilization throughout the day — someone can badge in and spend much of the day in meetings elsewhere in the building or working from a different space than their assigned desk, meaning badge data alone can meaningfully misrepresent true utilization patterns.

What's the most common data literacy gap specifically in workplace

and real estate analytics? Treating peak occupancy or average occupancy as if they were the same metric — decisions about space reduction based on average occupancy can produce inadequate capacity during genuine peak periods, a distinction simple aggregate reporting often obscures.

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