



## PATRICK O'BRIEN

### DIRECTOR OF ANALYTICS

**Areas of Expertise:**  
Manhattan, Tri State Area

**Areas of Specialization:**  
Locational Analytics and Business Intelligence

**Office:** 655 Third Avenue  
New York, NY 10017

**Tel:** 212-792-2618  
**Email:** pobrien@winick.com

## PROFILE SUMMARY

### Professional Experience

Patrick O'Brien is data scientist, specializing at implementation of geospatial tools into real estate investment strategy and business intelligence modeling. Currently as the Director of Analytics for Winick Realty Group, he provides clients with customized spatial data products that analyze, visualize, and forecast local market conditions. In tenant representation, he works with internal business data from retailers to identify each client's unique economic drivers and provide customized insight into the locational applications of their performance patterns. Using the business' historical performance data, he applies machine learning techniques to determine correlation between sales productivity and geographic characteristics. In landlord representation, he compiles and analyzes a multitude of data sources in order to present stakeholders with an insightful portrait of the local socioeconomic climate in the area of the site, including statistical modeling trend forecasts for rents and other key indices. He uses this portrait in comparison with similar and dissimilar sites, parsing out the unique advantages and challenges of the location.

Patrick is a graduate of the Master of Urban Spatial Analytics program at the University of Pennsylvania, where he concentrated in real estate development and housing markets. While there, he served as Assistant Director at the Wharton GIS Lab, where he implemented GIS solutions for commercial and non-profit partners of Wharton development initiatives, performing market demand analyses and site-suitability models. He also led training programs that introduced Wharton graduate students to GIS technology, and highlighted the advantages of complementing traditional business analytics with geospatial components. He supplemented his GIS training with extensive coursework in Wharton's MBA program, learning real estate financial valuation and modeling techniques to add to his knowledge of the industry.