



From Data to Confident Business Decisions: Self-Storage Operators Discuss Dashboards, Metrics and More

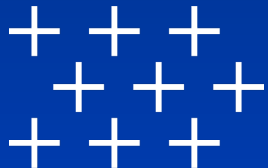
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Overtime with the Experts

If you have questions and would like to speak to the presenter(s) at the end of this seminar, please follow them over to Room 305 for “Overtime With the Experts.”

This will help us clear the stage and set the room for the next presenter. Plus, you’ll have 30 minutes to converse in an open, roundtable format.

THANK YOU!

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We appreciate your input!



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Building a Data-Driven Culture



Aligning Teams

Align teams around a common set of metrics. Foster collaboration and shared understanding.



Weaving Data Into Routines

Weave data into daily, weekly and monthly routines. Make data-driven insights a regular habit.



Shifting to Data-Backed Decisions

Shift from “gut feel” to data-backed decisions. Real examples of evidence-based choices.

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Dashboards and Metrics That Matter

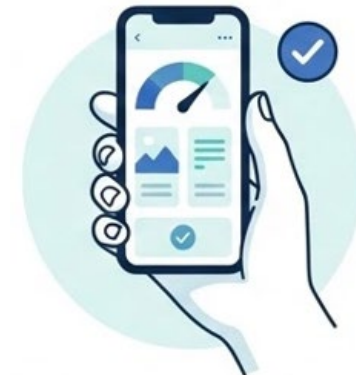


MORNING DASHBOARD

A typical focused “morning dashboard” for operators



Identify the small set of KPIs that truly move revenue, occupancy and NOI.



Design dashboards that are simple enough to use every day.

Turning Insights Into Daily Decisions

Translating Metrics to Action



How operators translate metric changes into concrete store actions

Guiding Field Operations



Using data to guide staffing, pricing and marketing in the field

Ensuring Field Reach



Ensuring insights don't stay at HQ, but reach every facility team

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Benchmarking and 90-Day Actions



Simple ways to benchmark facility performance and spot gaps



Choosing one or two metrics to prioritize over the next 90 days



A practical checklist to turn panel ideas into concrete next steps

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Q&A



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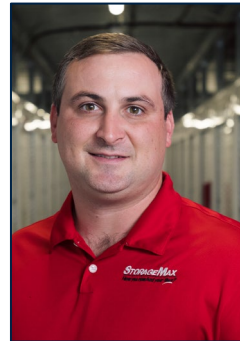
Contact the Presenters



**SUBMIT
FEEDBACK!**



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