

LAND DATA ANALYSIS / ACQUISITION PRICING RESEARCH

From Raw County Data to a Confident Offer.

A portfolio of how I turn sold property data into defensible, conservative land pricing, comp sheet construction, demand research, and blended pricing models.

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**Every land offer is
only as good as the
data behind it.**

CHARLES LORENZ ALMENANZA

LAND DATA ANALYST

What I actually do

I sit between raw property data and the acquisitions offer that goes out the door. That means pulling sold comparables, organizing them honestly, and building a pricing model that a reviewer can question and I can defend line by line.

The four things I'm responsible for:

- Confirming a county is actually worth pursuing before spending analysis time on it
- Building comp sheets from sold land data, grouped by acreage, cleaned of outliers
- Designing blended pricing models that combine multiple valuation sources per parcel
- Preparing and QA'ing owner data before it goes into a mailing or CRM system
- Verifying property, owner, and parcel records using county GIS portals

My Process

Four steps, raw county data in, priced offer out.

01

Validate Demand

Screen a county's listing volume and sell through rate before committing analysis time.

>

02

Build the Comps

Pull sold land data, group by acreage, remove outliers, and set conservative per band pricing.

>

03

Price the Parcel

Blend comp based pricing with other valuation sources into one defensible price per acre.

>

04

Clean & Prep

QA owner data, strip non-target owners, format for mailing or CRM upload.

Sample Analysis

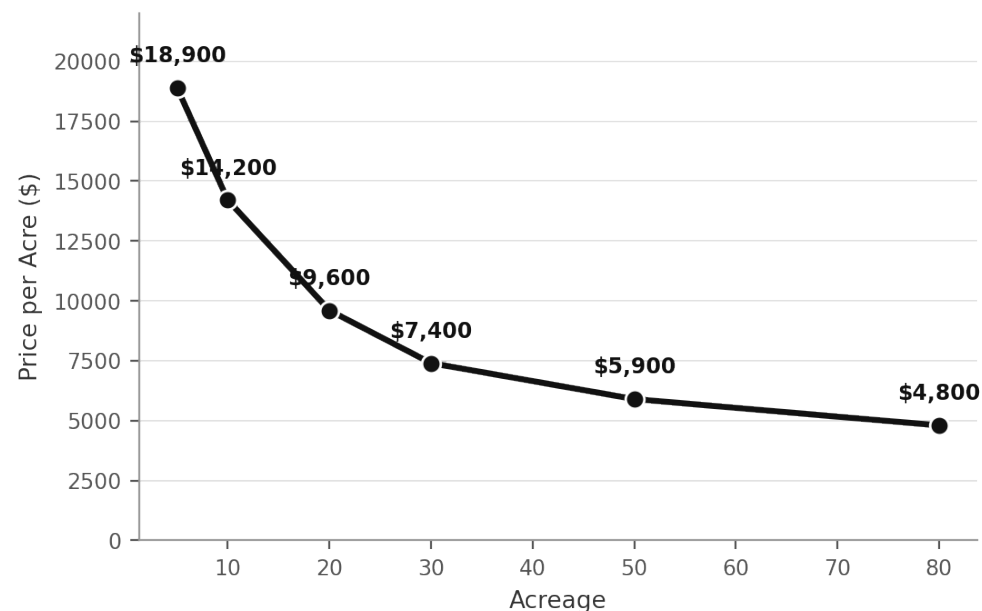
Illustrative sample data, not sourced from any real client engagement.

Comp Sheet: Acreage Bucket Summary

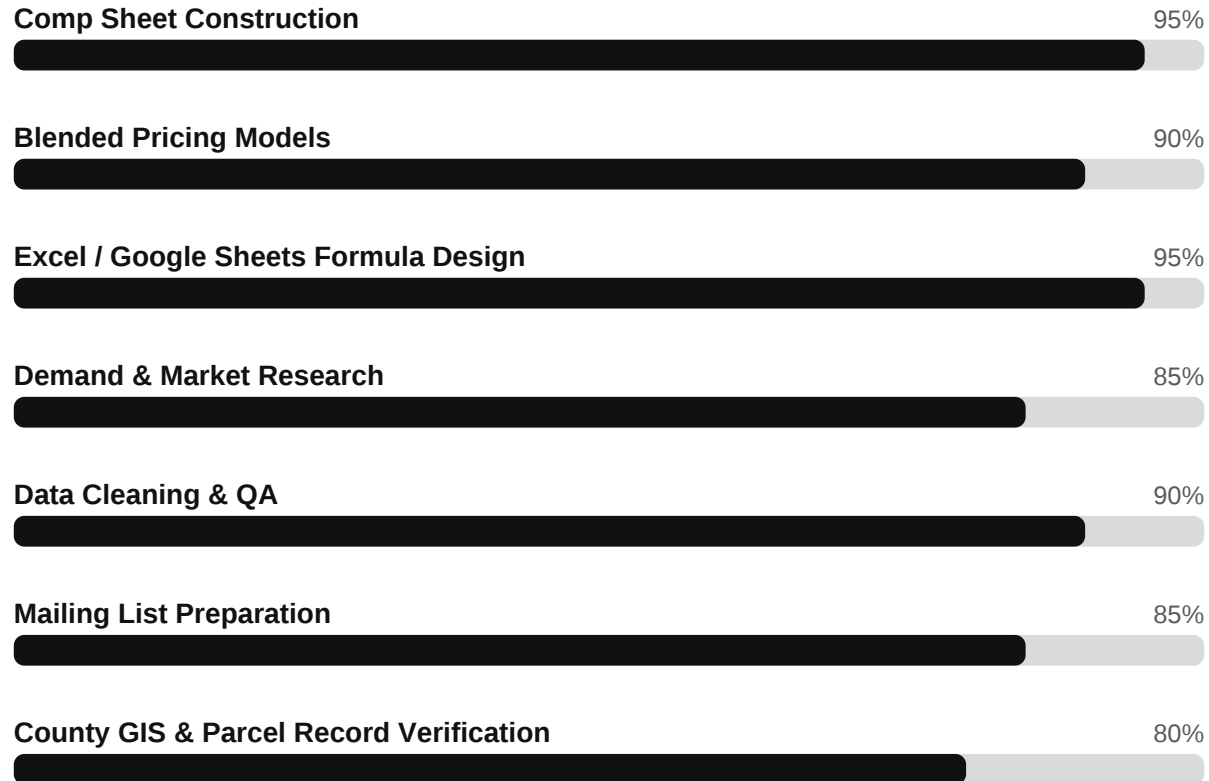
Band	Comps	Benchmark PPA	CV%
5-10 ac	8	\$18,900	14%
10-20 ac	9	\$14,200	17%
20-30 ac	7	\$9,600	22%
30-50 ac	6	\$7,400	12%
50-80 ac	5	\$5,900	16%

Conservative benchmark pricing per band after outlier removal.
CV% shows how tightly comps cluster; filled = tight, outlined = watch.

Price per Acre vs. Acreage



Skills



Tools I Use



Redfin

Sold land comparables and pricing verification



Excel / Google Sheets

All comp sheets, blended pricing, and QA formulas



Zamplo

Owner data, mailing list pulls, and parcel level property detail



Mail Merge / CRM Prep

Final list cleanup before campaign upload

Also comfortable navigating county GIS portals (qPublic, ArcGIS) for parcel and owner verification.

Case Study

Self-Directed: Land Acquisition Pricing Model

5

Acreage Bands Modeled

Smoothed

Conservative Pricing Curve

3

Blended Data Sources

~40%

Faster Pricing vs Manual

What I built

A repeatable pricing process for vacant land: sold comparables grouped into acreage bands, conservative benchmark pricing established per band after outlier removal, then smoothed into a single curve so price per acre never jumps sharply at a size boundary.

Why it matters

A pricing model that skews conservative and stays consistent across counties means every offer can be explained and defended, not just guessed at. That consistency is what actually gets applied at scale.

Case Study

Self-Directed: County Pipeline Dashboard

6

KPI Tiles Tracked Live

5

Dashboard Views

Live

Cloudflare Pages + D1

Auto

Rebuilds From Local CSV DB

What I built

A web dashboard (Cloudflare Pages + D1 database) that replaced spreadsheet tracking for the mailing pipeline: county-level KPIs, monthly mail volume, lead-score drop-off, and kept-vs-dropped breakdowns, all rebuilt automatically from a single local CSV database of record.

Why it matters

A dashboard that reads from one source of truth means every number on screen traces back to a record a reviewer can open and check, not a snapshot that quietly drifted out of sync.

Sample Dashboard View

Illustrative demo build — fictional counties & figures, not from any real client engagement.



Broader Data Background

Land data analysis is my focus, this is what I bring on top of it.

SQL**Python (pandas, NumPy)****Power BI****Tableau****Statistical Analysis**

Eskwelabs Data Analytics Bootcamp

Applied SQL, Python, Power BI, and Tableau to real world datasets, delivering projects in forecasting, dashboard design, and statistical analysis.

Cuisine Strategy Analysis Dashboard

Analyzed 5,000+ delivery orders (PHP 1.6M spend) using Tableau and statistical tests; found service speed had greater impact on customer satisfaction than cuisine type.

Vietnam Carbon Curve Forecast

Built a Power BI model forecasting Vietnam's CO2 trajectory (2000 to 2030), highlighting coal's 51% share of emissions and projected growth by 2030.

Why Work With Me

Conservative by default

I price to protect the deal, not to chase the highest possible number.

I show my work

Every price traces back to a specific comp bucket or blended source, never a black box.

Spreadsheet fluent

Comp sheets, pricing models, and QA all built with formulas I can explain line by line.

Detail obsessed with data

Wrong counties, mislabeled property types, and outliers get caught before they reach pricing.

Let's Work Together

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Available for land data analysis and real estate research roles