

Dubai House Price Analysis

Project 6 – Final Report

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Role: Data Analyst Intern

Objective

To analyze and interpret Dubai's real estate listing data using Power BI dashboards, focusing on pricing patterns, property size, location influence, construction age, and developer segmentation. The aim is to deliver actionable insights that help real estate investors and agents make smarter, data-backed decisions.

Business Questions Answered

1. Which property types and bedroom combinations have the highest prices and listings?

- Villas have the highest average prices, especially with 4+ bedrooms. These are premium properties offering space and luxury. However, Apartments dominate in listing volume, particularly 2–3 bedroom units, which cater to mid-income families and renters.

2. How does neighborhood (Urban, Suburb, Rural) influence price and listing volume?

- Urban areas like Downtown Dubai and Marina command the highest price per square foot due to location, lifestyle, and luxury developments. Suburbs provide higher inventory and more affordable options with better space-to-cost ratios. Rural areas remain limited in listings but could present emerging opportunities.

3. What are the pricing patterns based on year built and property age?

- Newer properties (built after 2010) have significantly higher prices, aligning with modern buyer preferences—smart features, green designs, and modern layouts. Properties built between 2000–2010 form a stable mid-value segment. Older homes generally see lower pricing and slower sales.

4. How does square footage affect property pricing trends?

- There is a direct, strong positive correlation between square footage and price. Larger properties consistently attract higher value. This pattern remains consistent across all property types and categories, confirming that size is a reliable predictor of value.

5. How are listings segmented across developer categories (High-End, Mid-Range, Budget)?

- Listings are fairly well distributed. High-End projects, while fewer in number, contribute disproportionately to total market value. Mid-Range properties dominate the mainstream market and offer balanced investment opportunities. Budget developments are plentiful, ideal for entry-level investors or rental strategies.

Key Takeaways from the Data

1. Villas are the most expensive properties, typically 4+ BHK units, popular among high-income buyers.
2. Apartments dominate in volume, especially 2–3 BHK, ideal for resale and rental demand.
3. Urban zones have the highest price per square foot, driven by location and luxury branding.
4. Suburban listings offer more space per dollar, ideal for families and long-term residents.
5. Properties built post-2010 are costlier and reflect modern buyer expectations and design preferences.
6. Price increases linearly with square footage, supporting size-based pricing analysis.
7. High-End listings, while fewer, deliver high market value, suitable for capital growth.
8. Developer segmentation is healthy, offering opportunities for all types of investors.
9. 2–3 bedroom layouts are in highest demand, indicating a consistent market sweet spot.
10. Listings built between 2000–2010 offer solid mid-range investments with good appreciation potential.

Suggested Actions for Real Estate Investors or Agents

1. Prioritize Villas in suburban areas for premium clients seeking space, privacy, and long-term ownership value.
2. Target Apartments in urban/suburban zones for volume sales, rental yield, and liquidity.
3. Recommend properties built after 2010 for clients seeking modern homes with higher resale value.
4. Spot undervalued listings by analyzing price-per-square-foot trends against property size.
5. Diversify portfolios using developer segmentation:
 - High-End: capital growth, prestige assets
 - Mid-Range: balance of returns and liquidity
 - Budget: rental income and entry-level market
6. Advise clients to monitor infrastructure and neighborhood growth—like metro lines, schools, and malls—for location-based value gains.
7. Encourage investing in eco-friendly and smart homes, which are gaining buyer interest and policy support.
8. Use dashboards to track shifting demand—by location, age, size, and category—for adaptive investment strategy.