

# Real Estate Market Insights: An Exploratory Analysis of Zameen.com Listings in Pakistan

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## Introduction

This report presents an exploratory data analysis (EDA) of property listings from Zameen.com, one of Pakistan's leading real estate platforms. The goal is to uncover insights into pricing trends, location-based variations, and listing attributes that influence property value.

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After analyzing the dataset of property listings from Zameen.com, a few interesting patterns and trends stood out. These insights can help buyers, investors, and developers better understand the real estate market in Pakistan.

### ♦ 1. Most Properties Fall Between 1 to 5 Crore PKR

From the price distribution, it's clear that the majority of properties listed are priced between **PKR 1 crore and PKR 5 crore**. While there are some very expensive listings (up to PKR 99 crore), they are rare and skew the average slightly. This means that mid-range properties dominate the market, which could be more realistic for general investors or first-time buyers.

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### ♦ 2. Property Prices Vary Greatly by City

When comparing property prices across different cities, **Karachi, Lahore, Islamabad, and Rawalpindi** stood out the most. These cities had the largest number of listings and also showed wide price ranges. For example, in Karachi, prices ranged from below PKR 1 crore to over PKR 20 crore. This tells us that pricing within a city depends heavily on the specific area or neighborhood — not just the city itself.

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### ♦ 3. Houses Tend to Be More Expensive Than Other Property Types

Among the different property types (like flats, plots, commercial spaces, etc.), **houses generally had higher prices**. On the other hand, **plots were often more affordable**, depending on the size and location. This suggests that investors looking for construction or long-term value growth might consider buying plots, while those looking for finished units or rental income might go for houses or apartments.

### ♦ 4. Bedrooms Have Some Influence, But Location Still Matters More

We also looked at how the number of bedrooms affected property price. As expected, properties with **more bedrooms (like 4 or 5)** were usually priced higher. However, there

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were many exceptions — for example, some 3-bedroom houses were priced higher than 5-bedroom listings. This shows that **factors like location, plot size, and house condition** are just as important (if not more) than the number of bedrooms.

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## ◆ 5. Similar Properties Can Still Have Very Different Prices

Even when comparing properties with the same number of bedrooms or the same type (like 3-bedroom houses), the price difference can be huge. This reinforces the idea that **neighborhood, amenities, and features like garden, furnishing, or nearby facilities** have a big impact on pricing.