

Real Estate Dashboard Insights & Recommendations

Methodology

The analysis was conducted using a cleaned dataset of 30,000 real estate listings across Lagos and Abuja.

Calculated fields such as Price_per_sqm, Time_on_Market, Revenue_per_day, Rental_Yield vs Inflation, and Underperformance flags were used to generate Pivot Tables and charts in Excel. These metrics provided insights on market efficiency, pricing strategy, and investment effectiveness. Outlier handling, conditional formatting, and correlation checks were used for data validation.

Problem 1: Time on Market vs Price per Square Meter

Insights

- High-priced areas like Ikoyi and Victoria Island have long Time_on_Market, indicating potential overpricing.
- Mid-priced neighborhoods like Gwarinpa and Lugbe sell faster at more moderate price points.

Recommendations

- Reevaluate pricing in high-end zones to improve turnover.
- Apply dynamic pricing models and targeted discounts for slow listings.
- Invest more in areas with strong demand and moderate pricing.

Problem 2: Underperforming Properties

Insights

- Properties with Time_on_Market > 90 days are primarily in high-end Lagos.
- Detached homes and expensive units dominate the underperforming category.

Recommendations

- Reprice or divest luxury units with low turnover.
- Prioritize smaller units in mid-range areas.
- Automate underperformance flagging for proactive action.

Problem 3: Revenue per Day (Abuja vs Lagos)

Insights

- - Lagos has higher total revenue but lower revenue/day due to longer holding times.
- - Abuja communities like Gwarinpa offer better time-efficiency in returns.

Recommendations

- - Focus on Abuja's efficient neighborhoods for quick returns.
- - Improve Lagos property staging and marketing to reduce days on market.
- - Use revenue/day KPI to guide future investments.

Problem 4: Rental Yield vs Inflation Rate

Insights

- - High-end zones like Ikoyi and Banana Island have rental yields below inflation.
- - Mid-tier Abuja neighborhoods perform better in terms of real rental returns.

Recommendations

- - Reprice or exit underperforming high-end rentals.
- - Explore short-term rentals to increase yield.
- - Prioritize high-yield zones where rental returns exceed inflation.

Problem 5: Oversupply by Property Type

Insights

- - 4-bedroom duplexes and luxury flats are oversupplied and slow to sell.
- - Smaller homes (1-2 beds) are in higher demand and sell faster.

Recommendations

- - Reduce new construction of large luxury units in saturated zones.
- - Encourage a balanced product mix favoring smaller homes.
- - Continuously assess demand vs supply to inform development strategy.