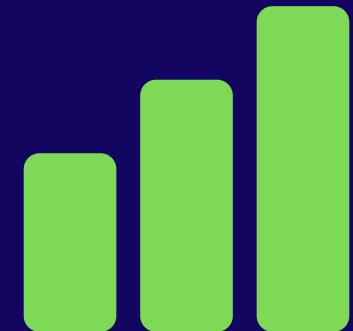




Insights Summary

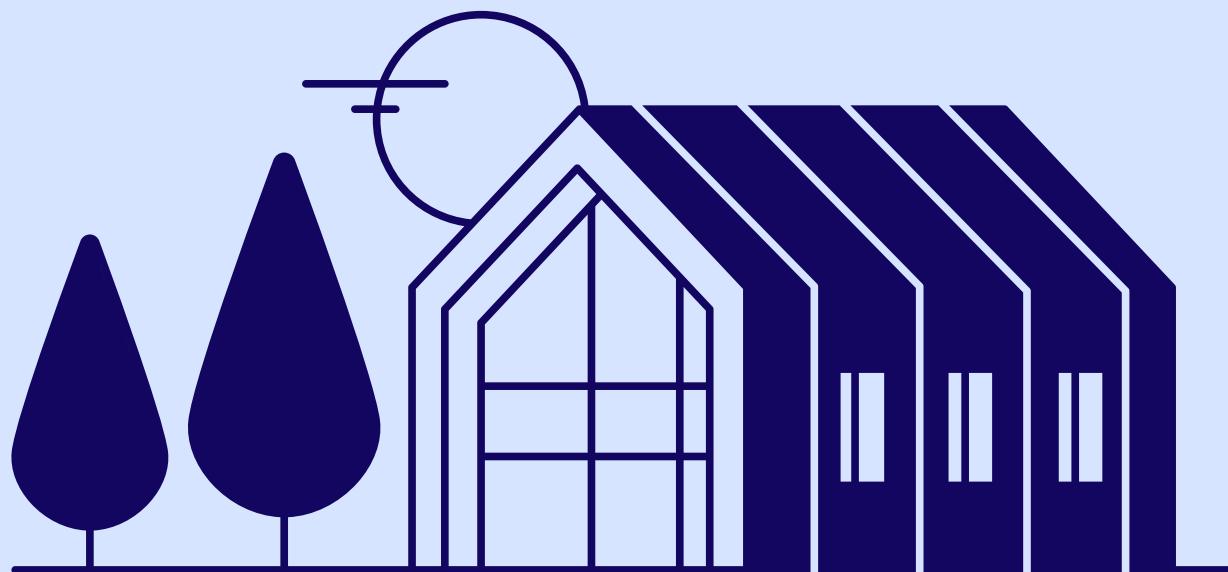
Pakistan Real Estate



Presented By: **Hannan Butt**



Key Findings for Investor



- Preferred Provinces to buy property on the basis of Price and Type of Property.
- Top 5 Cities to buy property in Pakistan
- Top 5 Location in Top 5 Cities for Investor Consideration

→ In prime locations (posh areas), the per Marla rate typically follows an upward trajectory.

→ Real estate business growth was largely stalled between 2021 and 2023, showing signs of only a marginal uptick in 2024 and 2025.

→ A second story yields a significant price premium over a single-story home, but the marginal value added by a third story is minimal.

→ Luxury Properties are significantly more likely to include at least one servant quarter



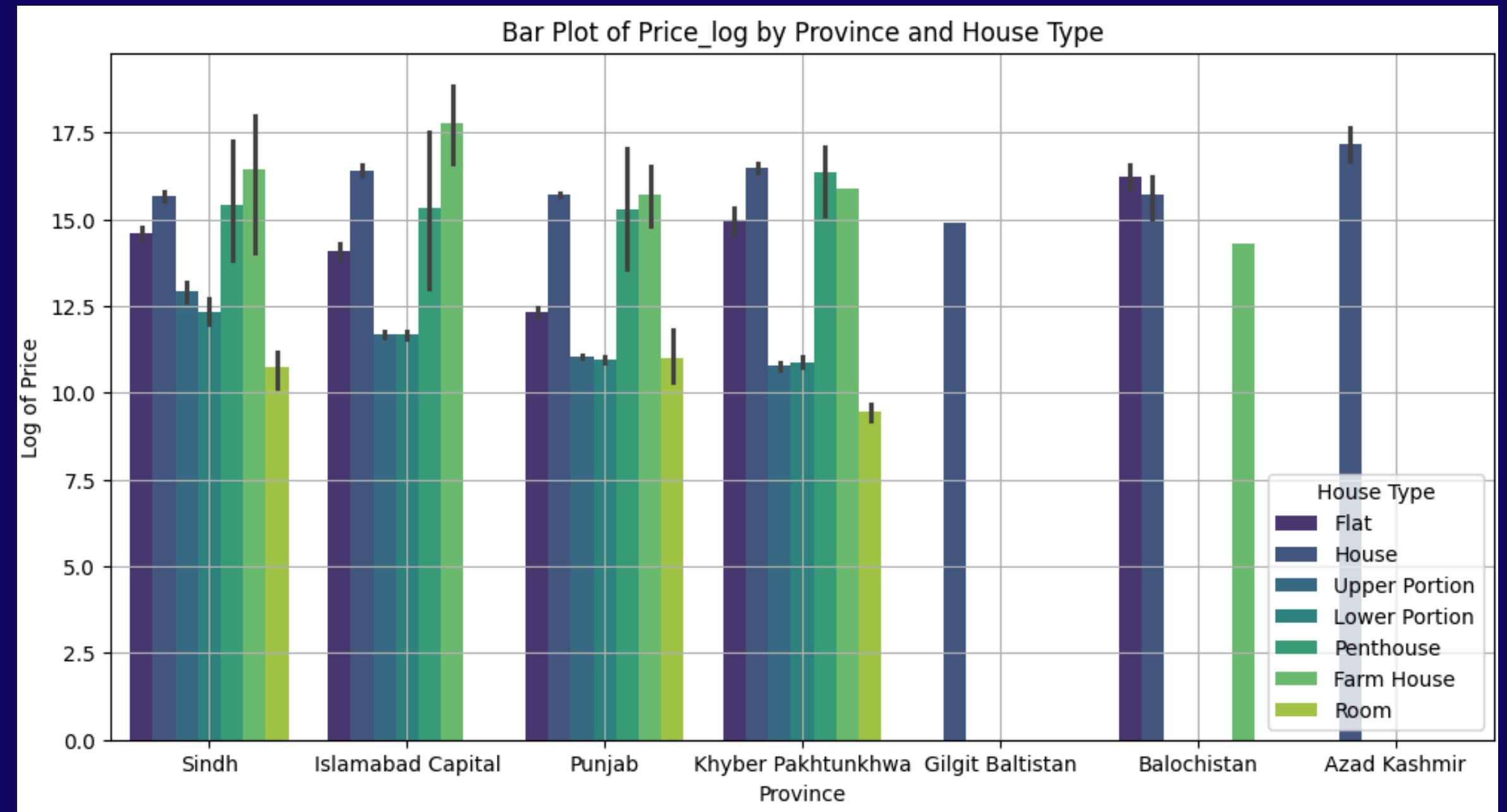
General Key Findings



Visualized Details for Investors

Price Chart for Decision Making

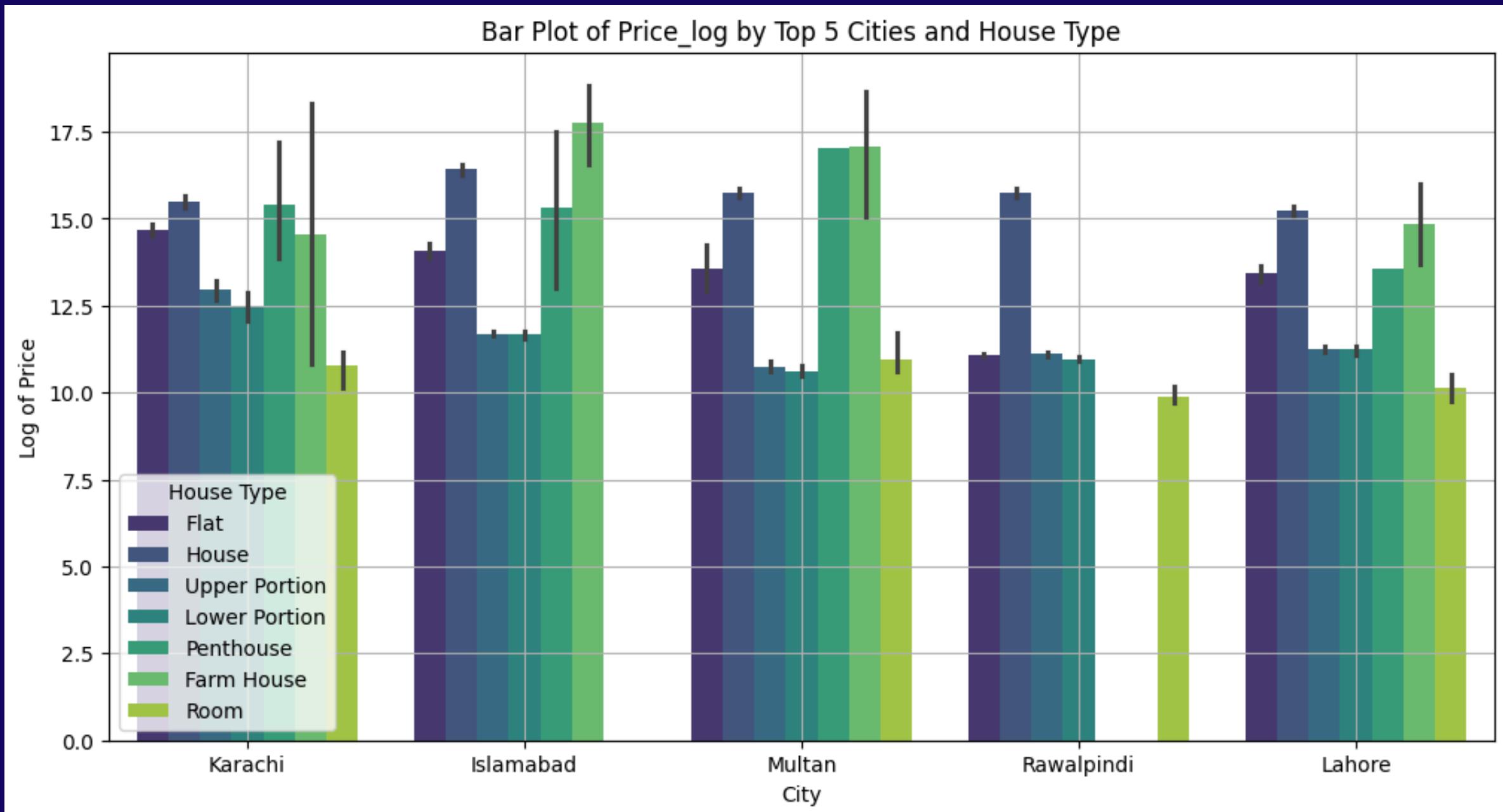
- Lets say if you want to buy a house for investment purpose than Islamabad is the best place for higher ROI
- But for buyer like the end user the higher price maybe not a good option maybe he wants house with lower price.



Visualized Details for Investors

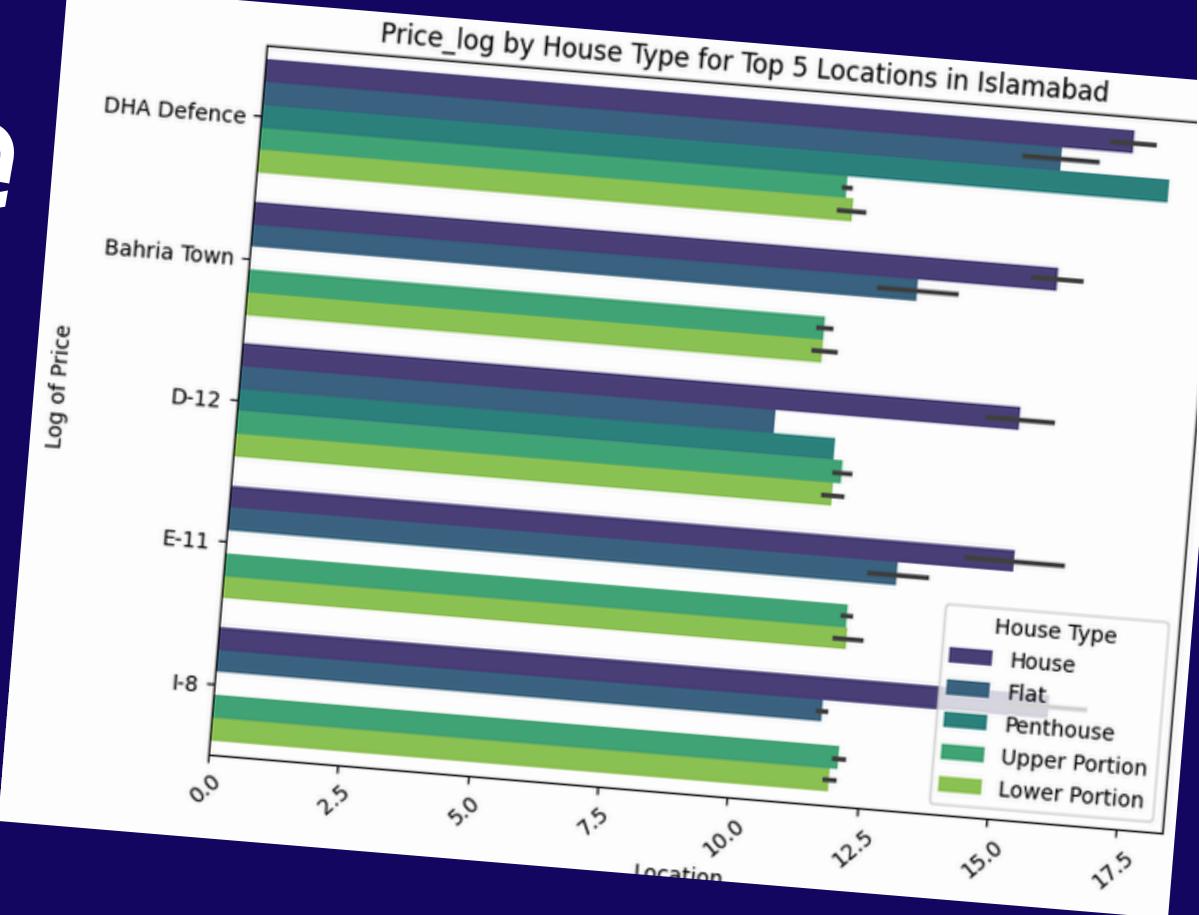
Data of Top 5 Cities

- If you want to buy a farmhouse then Multan seems to be a good option.
- In Lahore house seems to have the highest price

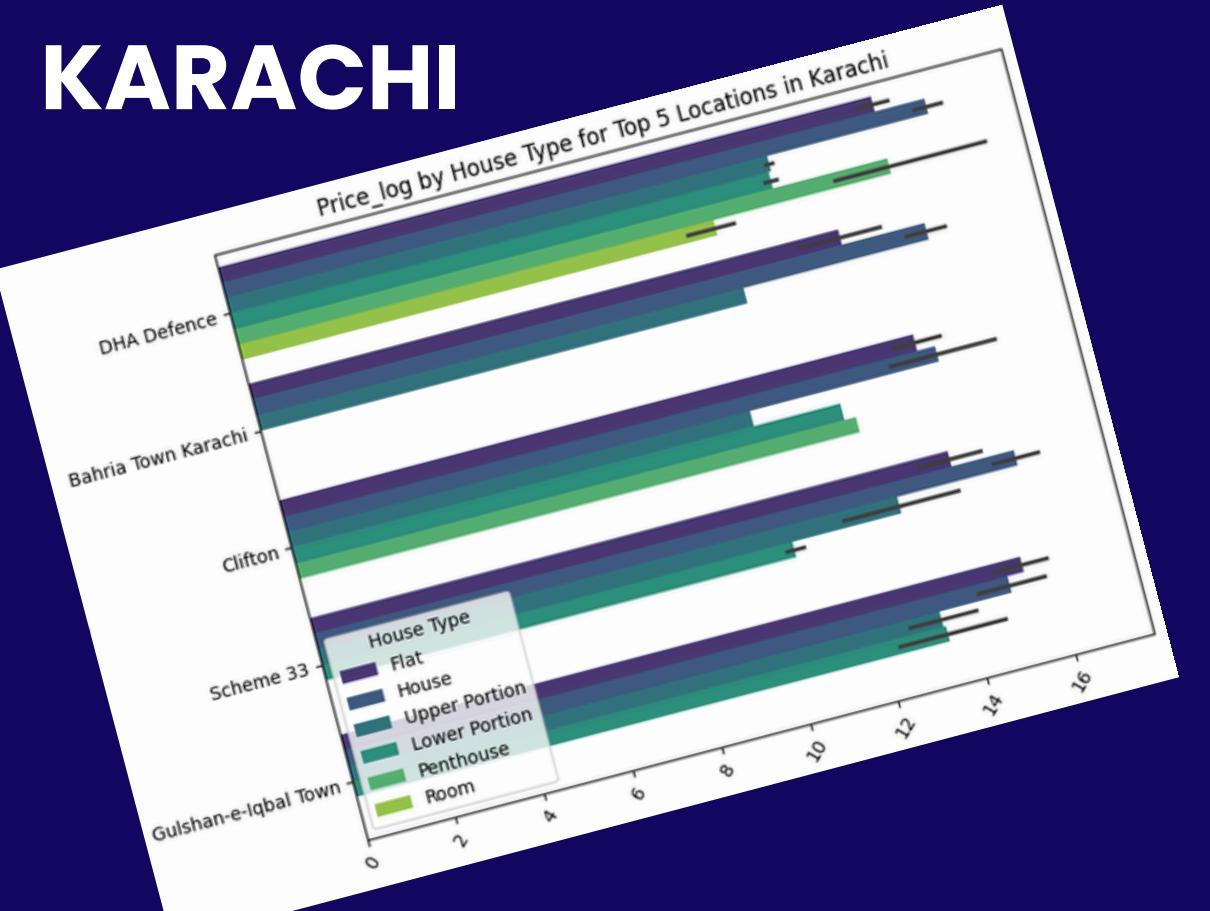


Data of Top Locations in Top 5 Cities

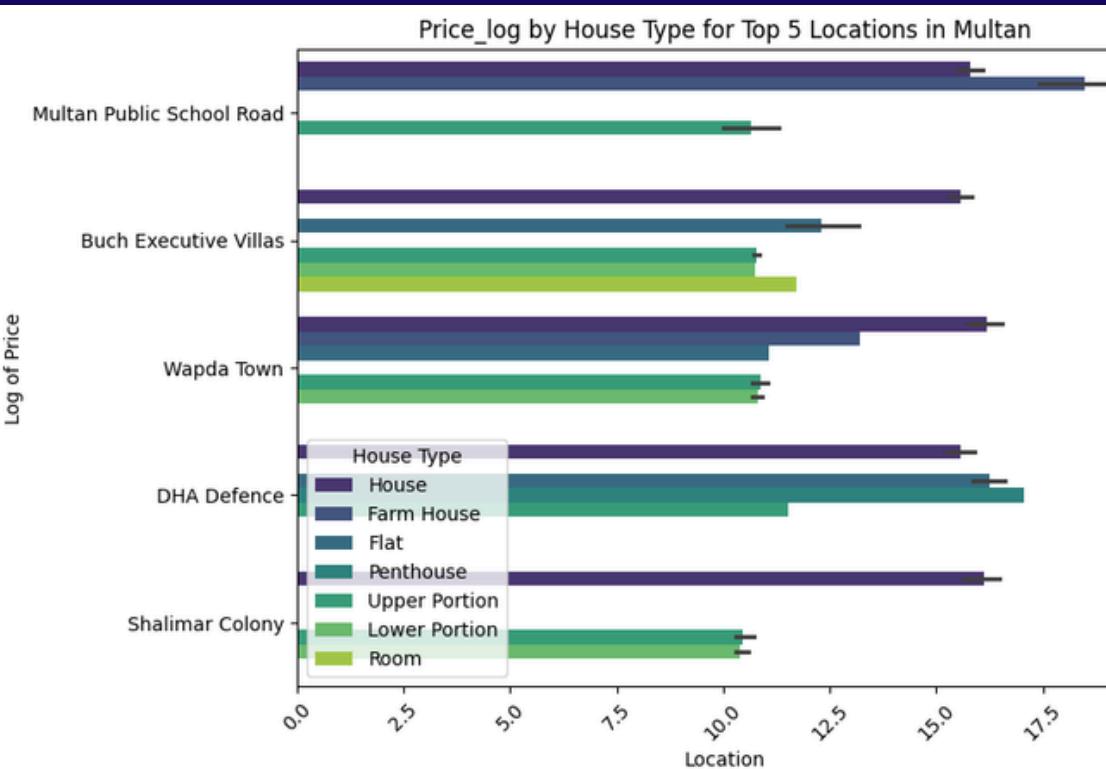
ISLAMABAD



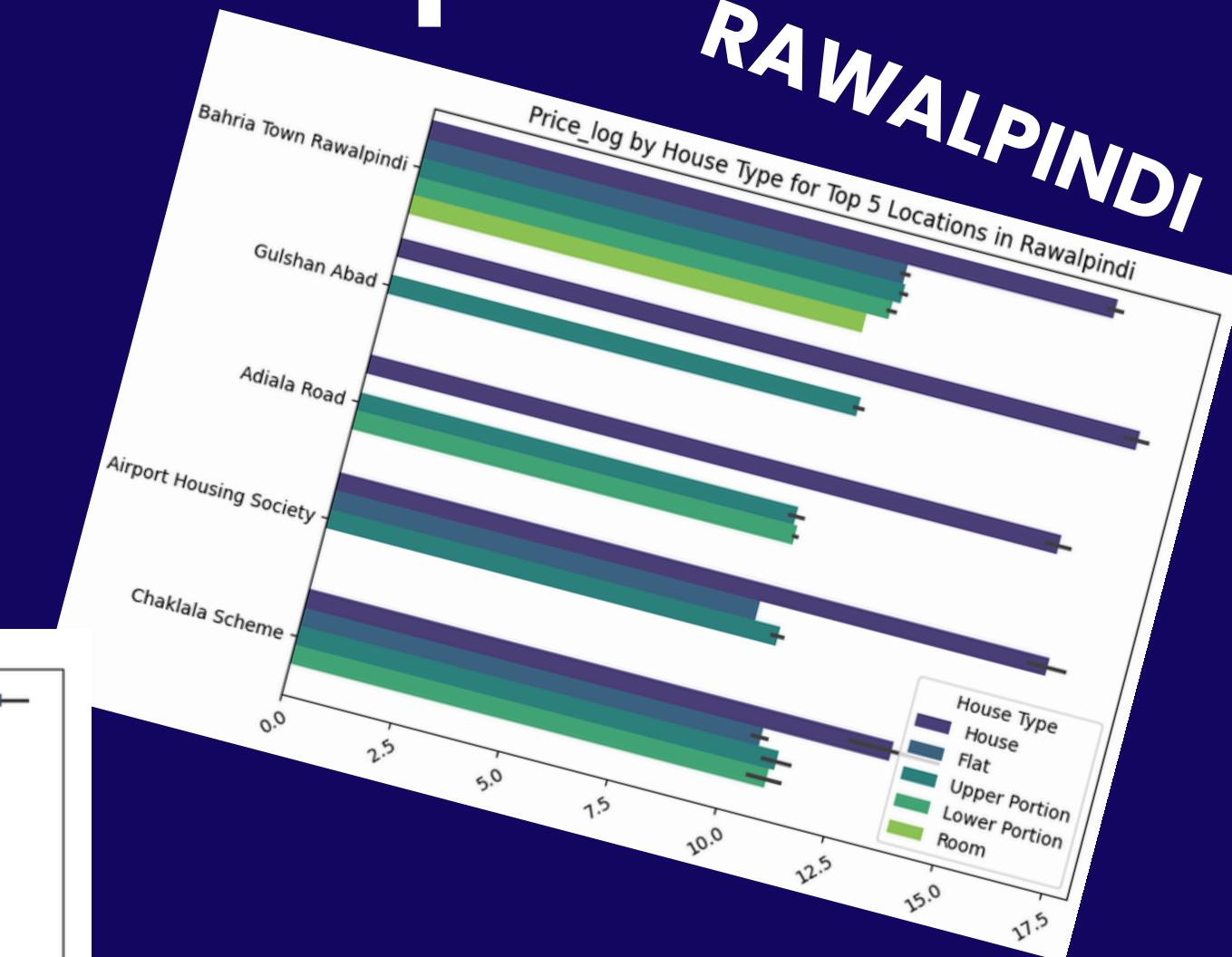
KARACHI



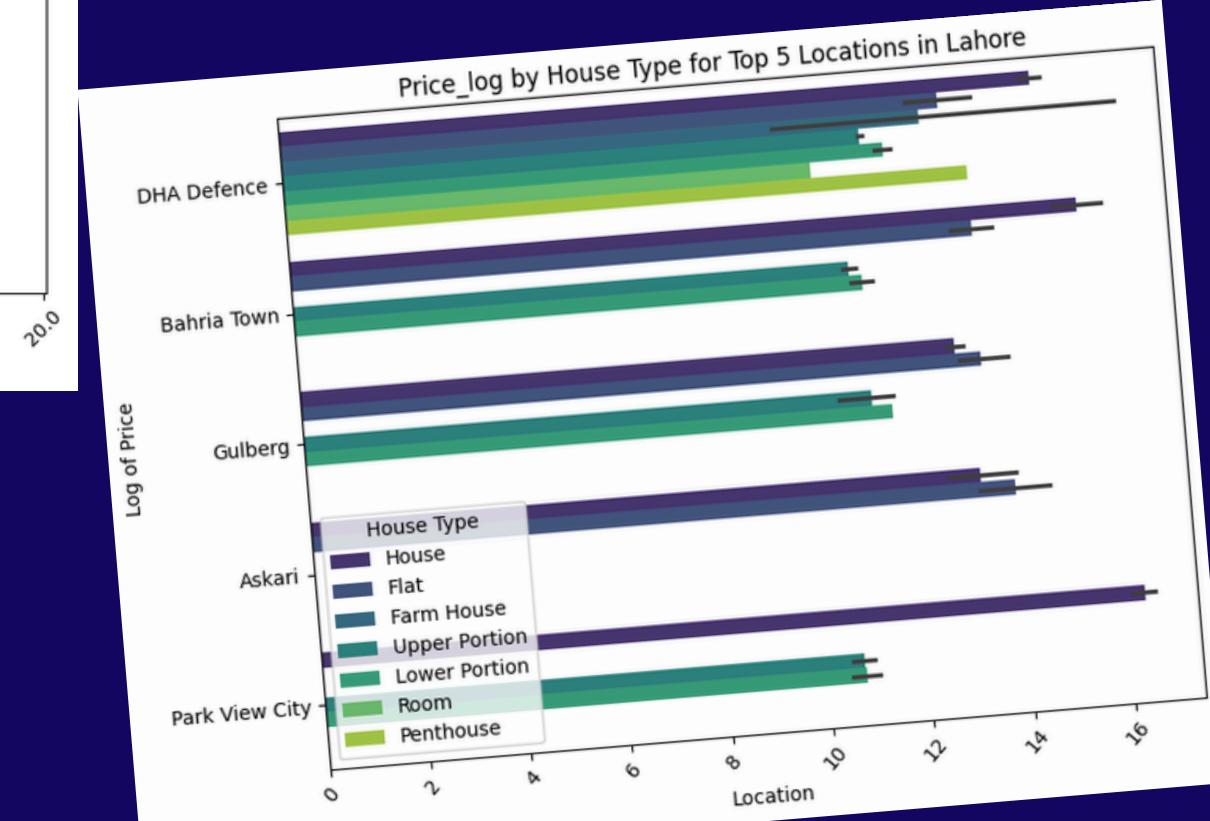
MULTAN



RAWALPINDI



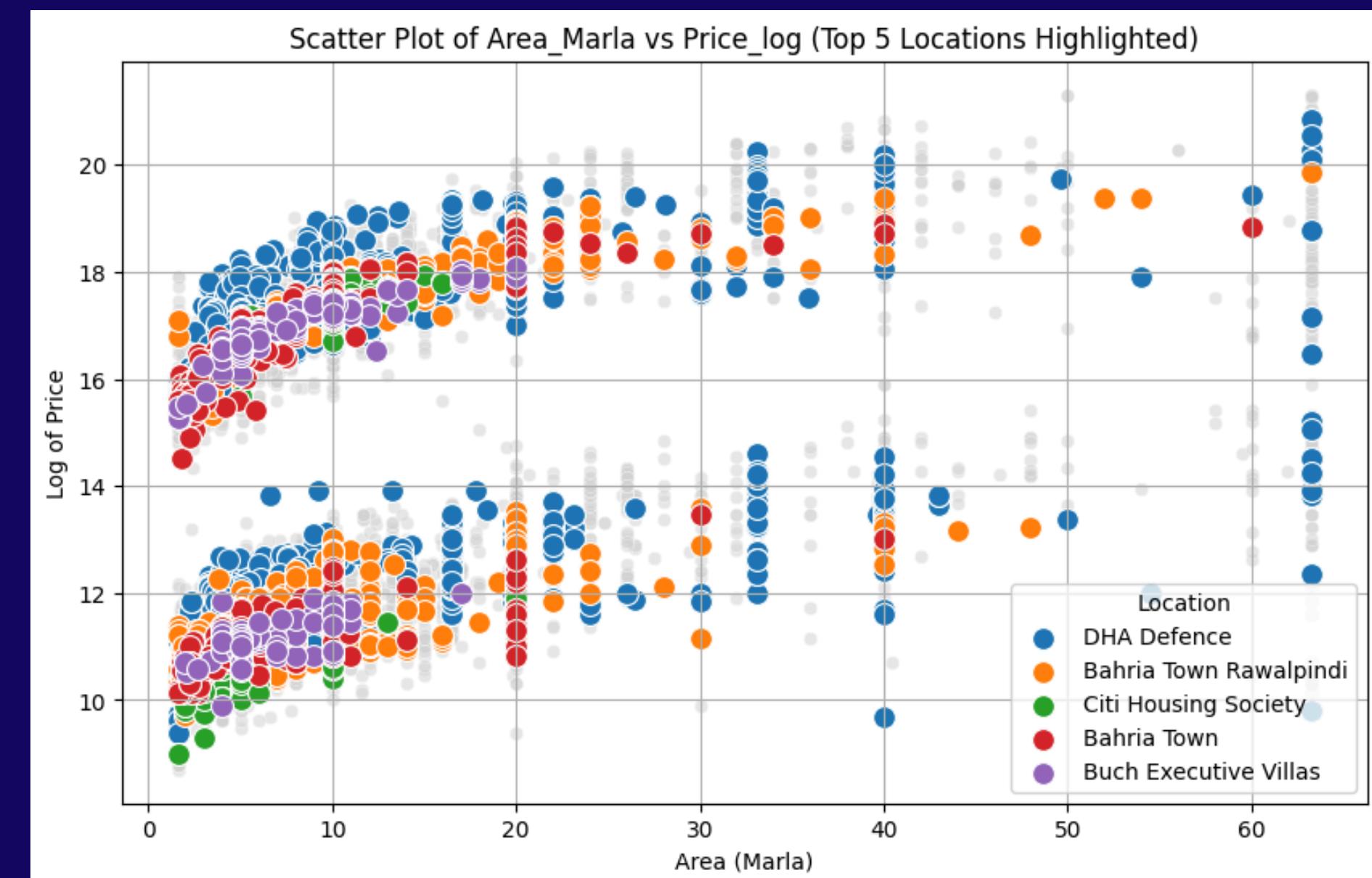
LAHORE



Visualized Details for General Information



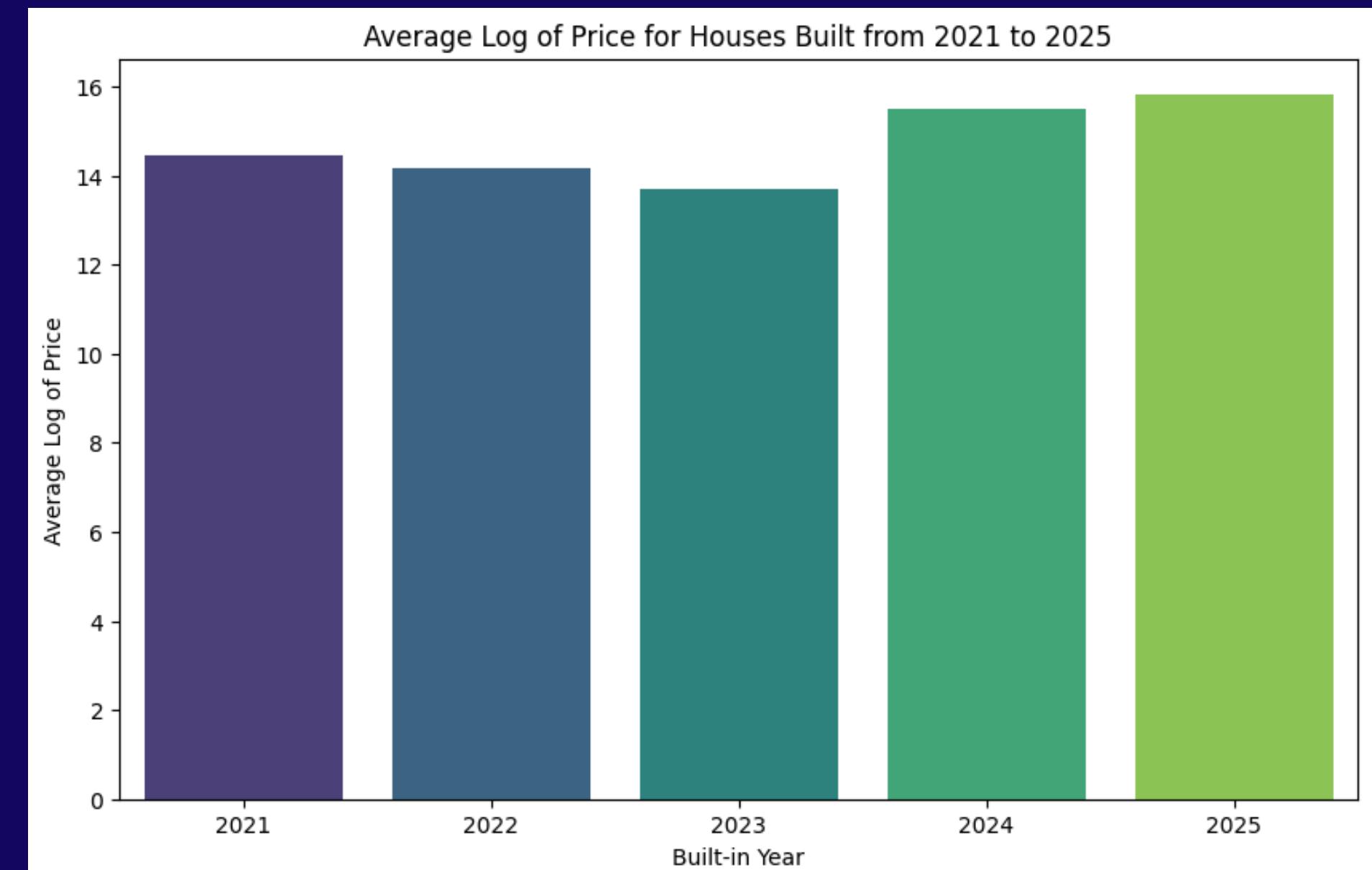
In prime locations (posh areas), the per Marla rate typically follows an upward trajectory.



Visualized Details for General Information



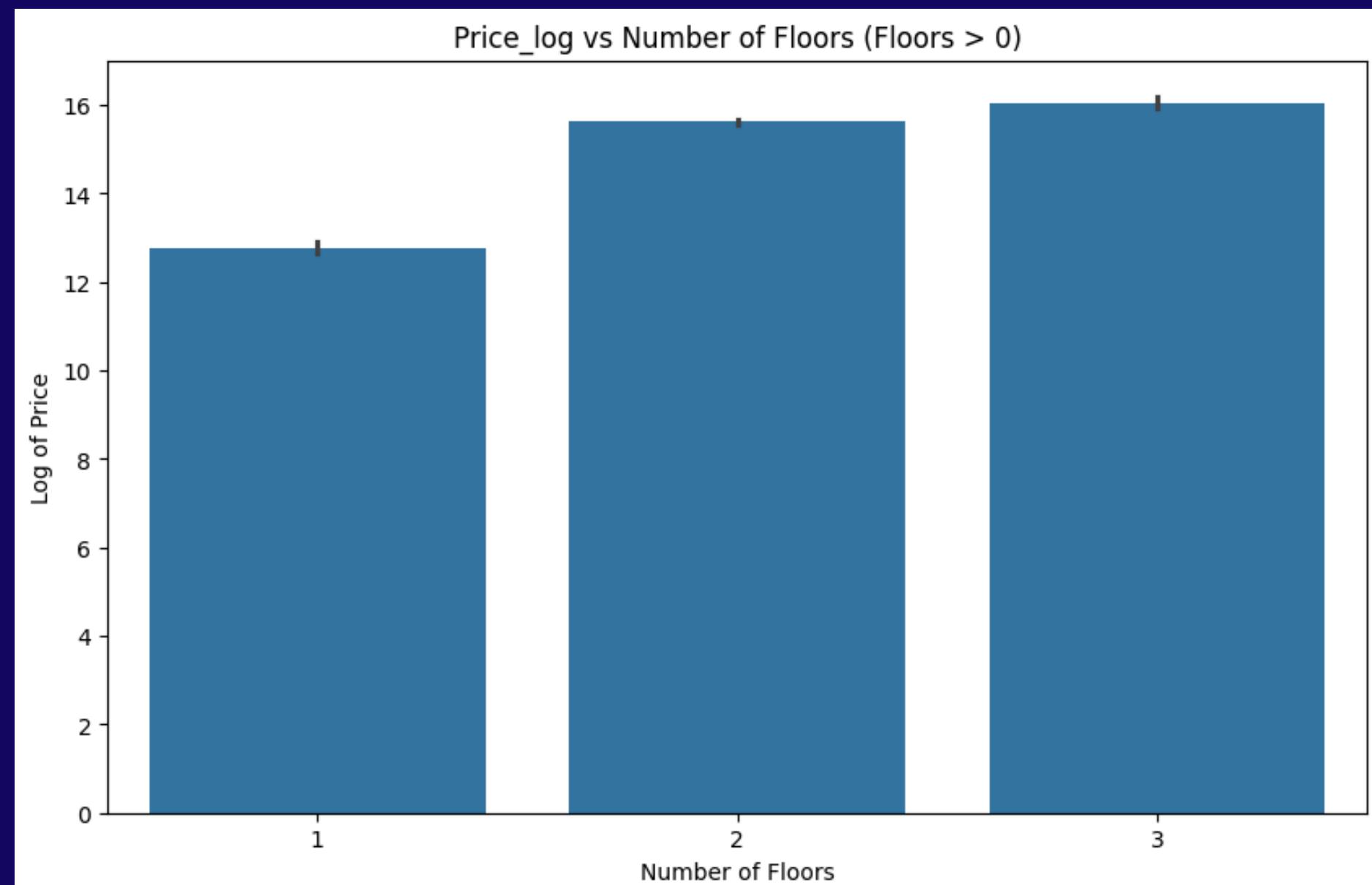
Real estate business growth was largely stalled between 2021 and 2023, showing signs of only a marginal uptick in 2024 and 2025.



Visualized Details for General Information



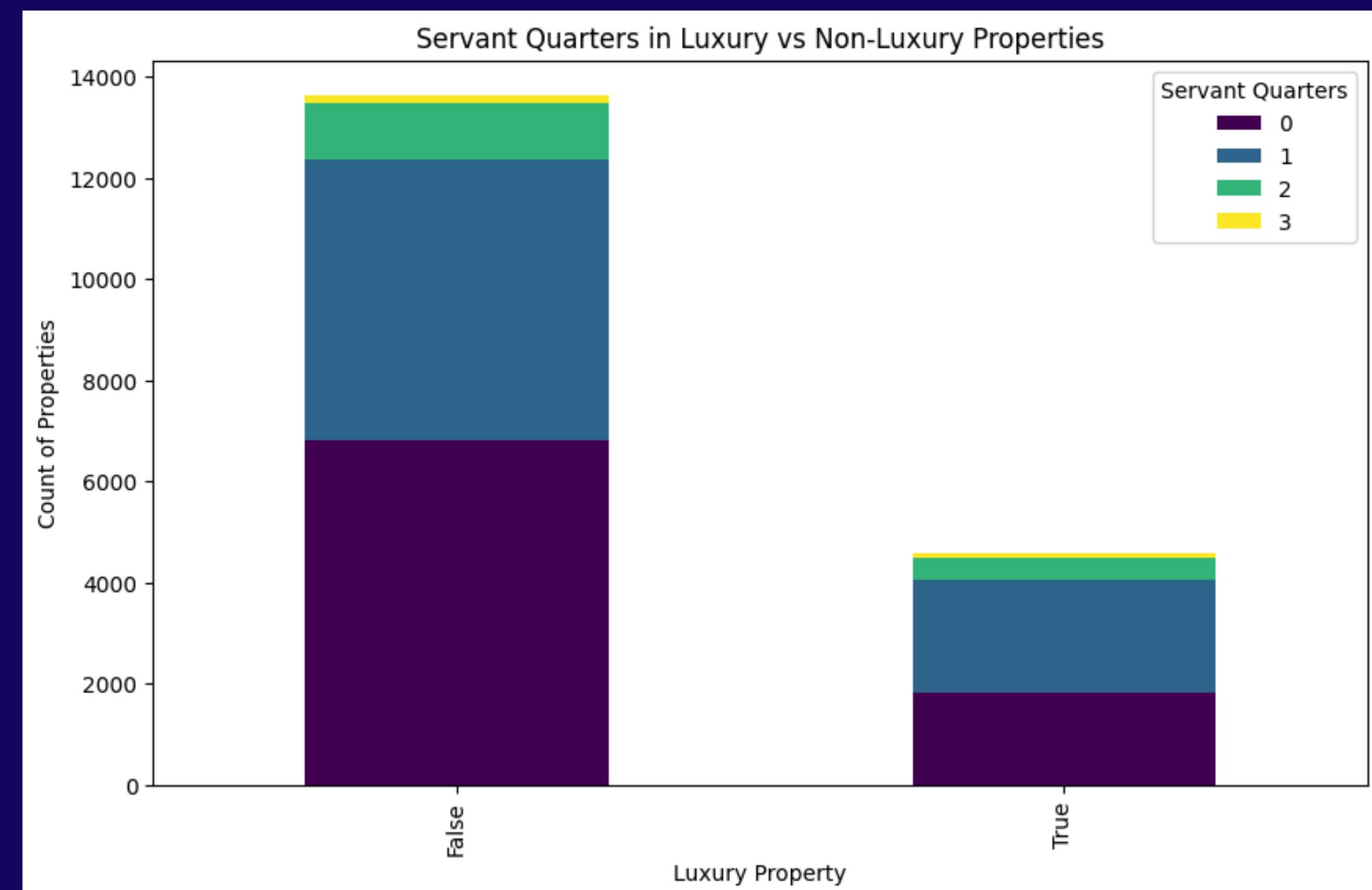
A second story yields a significant price premium over a single-story home, but the marginal value added by a third story is minimal.



Visualized Details for General Information



Luxury Properties are significantly more likely to include at least one servant quarter



Overall Data Situation

● The Data condition was too bad

● It had a lot of missing values more than 40 to 50 percent of the data was missing

● Too Many Outliers

● Data has too many inconsistencies like:
Built in year . It has value greater than the current year .

It was giving future insights 😅

