Real Estate Market Dashboard Report

An Analytical Overview of Property Listings in Alberta and Ontario

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Executive Summary

The Real Estate Market Dashboard offers a strategic and interactive overview of the residential housing landscape across Alberta and Ontario, utilizing real-time listing data and geographic market trends. Developed in Power BI, this dashboard enables stakeholders — including property buyers, sellers, brokers, investors, and market analysts — to derive actionable insights from complex real estate datasets.

At its core, the dashboard integrates and analyzes over 24,000 property listings from two provinces, focusing on key real estate indicators such as listing prices, property sizes (area), number of bedrooms, and broker activity. The data was extracted from raw CSV files, cleaned extensively, and modeled into a unified format to ensure consistency and comparability.

This top-level view helps users identify provincial dominance in listings, analyze pricing behavior, and explore how various cities differ in property size and value. For example, initial observations suggest that Ontario holds the majority of listings, while Alberta properties typically offer larger spaces.

Overall, this Executive Summary acts as the gateway to deeper pages of analysis — setting the stage for users to navigate into city-level trends, broker performance, and property-type breakdowns, all of which support strategic decision-making in the real estate market.

Data Overview

- Source: Raw CSV datasets containing over 20,000+ property listings for Alberta and Ontario
- Key fields used: *address, city, province, bedrooms, bathrooms, area, listing price, broker name*
  - Data Cleaning Steps:
  - Removed irrelevant media columns (image URLs, 3D model links)
  - Standardized missing values
  - Created a new field for Province
  - Combined both regional datasets into one consolidated table for unified analysis

Dashboard Navigation Structure

Page	*Purpose*
Home	Overview of the dashboard and navigation to other pages
Executive Summary	High-level KPIs and distribution by province and city
City Level Insights	Drill-down of prices, area, and high-value listings by city
Broker Insights	Broker-wise performance: number of listings and avg. prices
Property Distribution	Property stats by bedrooms, bathrooms, and provincial share

Dashboard Pages & Key Insights

1. Executive Summary

- Total Listings: 24,000+
- Average Price: $825,635
- Average Area: 1,598 sq. ft
- Visuals:
    - KPI cards for totals
    - Bar chart comparing listing count by province (Ontario dominates)
    - Interactive map showing city-wise price distribution
    - Filters: Province, City, Price Range, Bedrooms

2. City Level Insights

- Visuals Included:
    - Bar Chart of average price by city (Niagara-on-the-Lake, Oakville among the most expensive)
    - Stacked Column for average area by city and bedroom count
    - Top 10 Most Expensive Listings Table
- Key Insights:
    - Cities like Lot4/5 Niagara-on-the-Lake and Saint Clements have the highest average property prices.
    - Larger homes tend to be clustered around suburban or semi-rural municipalities.

3. Broker Insights

- Visuals Included:
    - Bar chart of total listings by broker (RE/MAX dominates)

- o Table of Top Brokers by Average Price (e.g., RE/MAX Hallmark, Royal LePage)
- o Table of broker activity by Province
- Key Insight:
  - o High-end brokers manage listings that average over $10M, suggesting luxury market dominance.

4. **Property Distribution**
   - Visuals Included:
     - o Bar chart showing total listings by bedroom count
     - o Comparison of average bedrooms and area by province
     - o Slicer filters for Bedrooms and Bathrooms
   - Key Insight:
     - o Ontario homes have more listings with higher bedroom counts.
     - o Alberta properties tend to offer larger areas, indicating bigger lot sizes.

Business Implications & Use Cases

Stakeholder	Value Delivered
Buyers	Discover pricing trends and high-value cities
Sellers	Benchmark properties by size, location, and broker performance
Investors	Identify luxury markets and city-level opportunities
Real Estate Firms	Evaluate competitor brokers and manage listing portfolios

Recommendations

Drill-through Capability – Add page-level drill-throughs for city or broker-level deep dives.

Time-Based Analysis – Incorporate historical listing dates (if available) to show trends over time.

Property Type Classification – Include categories like Condo, Detached, Bungalow if data supports it.

Add Map Tooltip Data – Include listing count or avg. price on hover in the city-level map.