# DUBAI HOUSING DASHBOARD – INSIGHTS SUMMARY

**OVERVIEW**

This dashboard was created to make sense of the Dubai residential real estate market — not just in terms of raw numbers, but to help investors, agents, and analysts answer the real questions:

* Where are the most valuable properties?
* What do typical listings look like?
* Are older homes still holding value?
* And how does price scale with size and location?

Using actual property listings from across Dubai’s Urban, Suburb, and Rural regions, we built an interactive Power BI dashboard to explore these trends clearly and efficiently.

**DASHBOARD FEATURES SUMMARY**

We’ve included:

* KPIs: total listings, max price, avg size, avg price per sqft, oldest property year.
* Charts: bar, scatter, stacked column, treemap, and property age histograms.
* Slicers for bedrooms, bathrooms, neighborhoods, price ranges, and listing category.
* Two views:
  + Housing Analytics: for detailed breakdowns.
  + Executive Overview: for high-level numbers and drill-down analysis.

**KEY INSIGHTS**

💰 Pricing Trends:

* Rural areas surprisingly lead in average prices, while Urban and Suburb follow closely.
* Average price per square foot is approximately $113, showing steady value across regions.
* High-End listings dominate Suburb and Rural zones.

🏘️ Listing Category Distribution:

* Each neighborhood has a near-even distribution of Budget, Mid-Range, and High-End listings.
* 3-bedroom homes are most prevalent, especially in the Mid-Range category.

🧱 Property Age & Size:

* The oldest properties date back to 1950, with most inventory aged 15–40 years.
* Larger properties (over 2500 sqft) show a disproportionately high price premium, especially in Budget and Mid-Range tiers.

📍 Neighborhood-Specific Insight:

* Urban listings have the highest ratio of High-End properties by count.
* Rural properties command higher price in absolute terms — possibly due to villa-style or luxury estates.

**FINAL THOUGHT**

Dubai’s housing market isn’t just growing, it’s evolving. This dashboard gives stakeholders a simple but powerful way to explore and act on real data.