

Dubai Real Estate Intelligence Dashboard – Detailed Insights

Section 1: Key Metrics (KPI Cards)

- **Total Listings:** Indicates the overall supply in the market, helping assess listing density and market activity.
 - **Average Price:** Reflects central market value trends across all property types and neighborhoods.
 - **Average Size (sqft):** Shows the typical area offered in listed properties, providing context for pricing.
 - **Highest Priced Property:** Identifies ultra-luxury segment listings — useful for outlier analysis or luxury market insights.
 - **Average Price per Sqft:** A critical benchmark to compare value across locations, useful for both investors and buyers.
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Section 2: Visual Insights and Analytics

1. Sum of Price by Neighborhood (Area Chart)

- Highlights total market value concentration by location.
 - Premium zones like **Palm Jumeirah**, **Downtown Dubai**, and **Dubai Marina** show the **highest cumulative pricing**, suggesting high-value developments and luxury demand.
 - Neighborhoods with lower total price sums may indicate emerging markets or lower-density zones.
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2. Average Price by Neighborhood, Bedrooms, and Bathrooms (Treemap)

- Provides multi-level insights:
 - Larger bedrooms/bathroom combinations correspond with higher average prices.
 - **Downtown Dubai 3BHK+2 Bath** combinations likely dominate premium segments.
 - Allows comparison of **price positioning** across different neighborhood/property configurations.
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3. Listing Category Distribution (Pie Chart)

- Based on quantile-based price segmentation:
 - **High-End**: Top 25% pricing — luxury apartments, villas.
 - **Mid-Range**: Middle 50% — ideal for working professionals/families.
 - **Budget**: Bottom 25% — preferred by investors and first-time buyers.
 - Gives a quick breakdown of **market segmentation** by pricing tier.
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4. Average Price by Year Built (Line Graph)

- Shows how **property age impacts pricing**.
 - Newly built properties (2020–2025) typically have **higher average prices**, reflecting modern amenities and locations.
 - Older constructions (pre-2010) show plateaued or depreciating average prices, unless located in premium areas.
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5. Listing Category Count by Neighborhood (Bar Chart)

- Reveals how different **neighborhoods cater to different market segments**:
 - Areas like **Business Bay** and **JVC** may show a balanced mix.
 - **Emirates Hills** and **Palm Jumeirah** likely skew toward **High-End**.
 - **International City** or **Dubailand** may show more **Budget** listings.
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Custom Columns Insight

price_per_sqft

- Enables fair comparison of property values across different sizes and neighborhoods.
- Crucial metric for investors to spot **undervalued properties** or overpriced outliers.

property_age

- Older properties might offer more space for lower cost but may lack modern infrastructure.
- Useful for **renovation opportunity analysis** or age-based segmentation.

listing_category (High-End / Mid-Range / Budget)

- Helps users filter and explore properties aligned with their financial preferences.
 - Supports market positioning insights and pricing strategy analysis.
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Strategic Takeaways

- Dubai's real estate market displays **clear pricing tiers** across neighborhoods and property configurations.
- **Newer, high-end properties** dominate premium areas, while **mid-range and budget listings** are spread across emerging districts.
- **Price per sqft** and **property age** are essential secondary metrics to identify **value zones** for investment.
- The dashboard provides **high usability** through intuitive segmentation and smart visuals, aiding both investor and buyer decision-making.

