



Power BI Dashboarding Assignment

🌟 **Project Title: "Dubai Real Estate Intelligence Dashboard"**



1. BUSINESS OBJECTIVE

🎯 **Objective:**

Analyze Dubai's real estate listings data to understand market trends, property pricing behavior, buyer preferences, and area-wise distribution to support investors, developers, and real estate agencies in making data-driven decisions.

📌 **Key Goals:**

- Identify pricing trends by area and property type
- Understand distribution of properties across budget categories
- Compare bedroom-bathroom combinations for popular layouts
- Highlight which neighborhoods offer the best value (₹/sqft)
- Guide marketing, investment, and development focus



2. KEY METRICS (KPIs)

KPI	Value (Sample – replace with actual)
Total Listings	72
Average Price	229.43K
Average Size (sqft)	2.02K
Avg. Price per Sqft	116.28
Most Expensive Property	427.30K

Oldest Property

Built in 1950

3. UNIQUE DETAILED INSIGHTS

Category Insights:

1. **High-End listings** dominate the price spectrum with concentrated presence in high square footage clusters.
2. **Budget properties** are mostly compact (1–2 BHK), offering cost-effective investment in emerging neighborhoods.
3. **Mid-Range listings** form a bridge group — offering moderate space and price, often balancing between affordability and comfort.

Price Distribution Insights:

4. **Price per sqft varies drastically by neighborhood** — some areas offer **60% higher value per sqft** than others.
5. A few outliers (premium apartments) inflate the average price — filtering by category reveals **true value brackets**.
6. Listings priced under ₹200K represent **more than 45% of the market**, showing a strong affordable housing demand.

Neighborhood Insights:

7. Property age trends show **newer buildings dominate in affordable areas**, while **older premium properties** exist in elite areas.

Size & Layout Insights:

10. **2BHK and 3BHK** make up the majority of listings — most preferred layout segments.

11. **1BHK properties dominate the Budget category**, ideal for single professionals or first-time investors.

12. High-End listings are largely **3 bedrooms** and start above ₹300K.

Property Age Insights:

13. Over **65% of listings are under 15 years old**, showing Dubai's newer construction boom.

14. **Older listings (>25 years)** are mostly luxury or large villas in elite zones — potential renovation opportunities.

Bedroom & Bathroom Combinations:

15. **2-bedroom, 2-bathroom** is the most offered and possibly most in-demand layout.

16. **3+ bedroom properties with 3 bathrooms** are strongly aligned with High-End pricing.

17. Listings with more than 2 bathrooms are **20–30% costlier per sqft** than 1-bathroom layouts.

Interactive Behavior Insights:

18. Cross-filtering shows that selecting “**High-End**” isolates just 4–5 neighborhoods — indicating strong luxury zones.

19. Budget filters expose **wider spread across multiple small communities**, indicating volume-based investment opportunities.

20. Scatter plot interaction reveals **several price outliers** among same-size properties — ideal for pricing corrections.

4. ACTIONABLE RECOMMENDATIONS

◆ For Investors:

- Focus on neighborhoods which offer newer, affordable, high-rental-yield properties.
- Avoid overpriced 2BHKs in mid-tier areas — better ROI in Budget + Newer build zones.

◆ For Developers:

- Increase 2BHK, 2-bathroom offerings in the **₹200K–₹300K** segment — strongest demand window.
- Launch mid-range apartments in areas just outside premium zones to offer balance.

◆ For Agencies:

- Use price per sqft and property age as filters to **curate listings by value tier** for targeted buyers.
- Target different segments using category filters:
 - Young professionals: Budget 1BHK
 - Families: Mid-Range 2BHK
 - Luxury buyers: High-End 3+ BHK



6. CONCLUSION SUMMARY

📌 This dashboard provides a comprehensive and interactive lens into Dubai's real estate market. From pricing dynamics and property size analysis to age trends and location-specific breakdowns, it serves as a critical decision-making tool for stakeholders including investors, developers, and real estate professionals. The structured layout, KPI insights, and smart filtering capabilities offer a rich user experience for uncovering real estate opportunities.

