



# 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. **Marina, Downtown, and Jumeirah** neighborhoods show **highest average prices**, indicating prime investor interest zones.
8. 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.