📊 Dubai Real Estate Intelligence Dashboard – Analytical Insights

Presented By:
Vaibhav Dwivedi
BCom (Hons), Vivekananda Institute of Professional Studies

Tools Used:
Excel | Tableau

Project Overview

Objective:

- To explore Dubai's residential real estate market using visual analytics.
- Identify pricing patterns, demand clusters, and influential property attributes.

Approach:

- Cleaned raw property dataset (removed invalid entries, negative prices).
- Added new column: **Listing Category** (Low, Medium, High).
- Built interactive KPI cards and visual insights using Tableau.

Key Performance Indicators (KPIs)

➤ **Total Listings:** 49,978 properties analyzed post-cleaning.

➤ **Average Property Price:** ₹225K, establishing the market median.

➤ **Average Price per Sqft:** Key determinant of area-based value perception.

➤ **Oldest Property Age:** 75 years, suggesting historical property presence.

➤ **Most Expensive Property:** ₹492K, highlighting upper-market ceiling.

➤ **Insight:**
These KPIs set the foundation for understanding the scale, valuation, and diversity of listings in Dubai's property ecosystem.

Key Takeaways

- Strong correlation between size, bedroom count, and pricing.

- Market supports older inventory due to value retention in prime areas.

- SquareFoot bins reveal ideal size range for high ROI.

- Clean, filterable dashboard helps users derive localized insights instantly.

- DASHBOARD LINK -:
  https://public.tableau.com/app/profile/vaibhav.dwivedi6242/viz/DubaiRealEstateIntelligenceDashboard/Dashboard1