Real Estate Market Insights: An Exploratory Analysis of Zameen.com Listings in Pakistan

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Introduction of Zameen.com

- **Pakistan's Largest Online Real Estate Portal**

- **Connects Buyers with Sellers within & outside the country**

Problem Statement

The Investigation of price patterns on:
- ❑ Commercial / Residential property
- ❑ Size (marla /kanal/Sqr.yard)

Project Objective

- Extract actionable insights from property listings on Zameen.com such as :
- Pricing trends
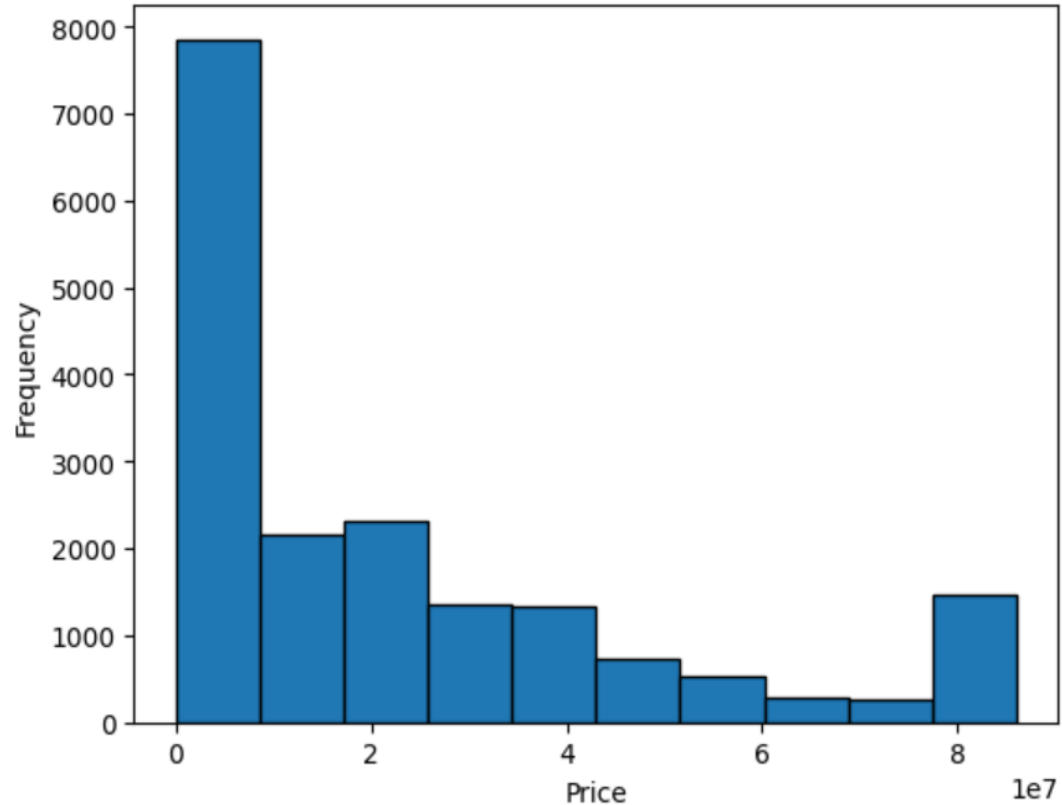- Neighborhood comparisons
- Listing quality

Data Overview

18256 Records of 49 cities having :
- Flat
- House
- upper portion
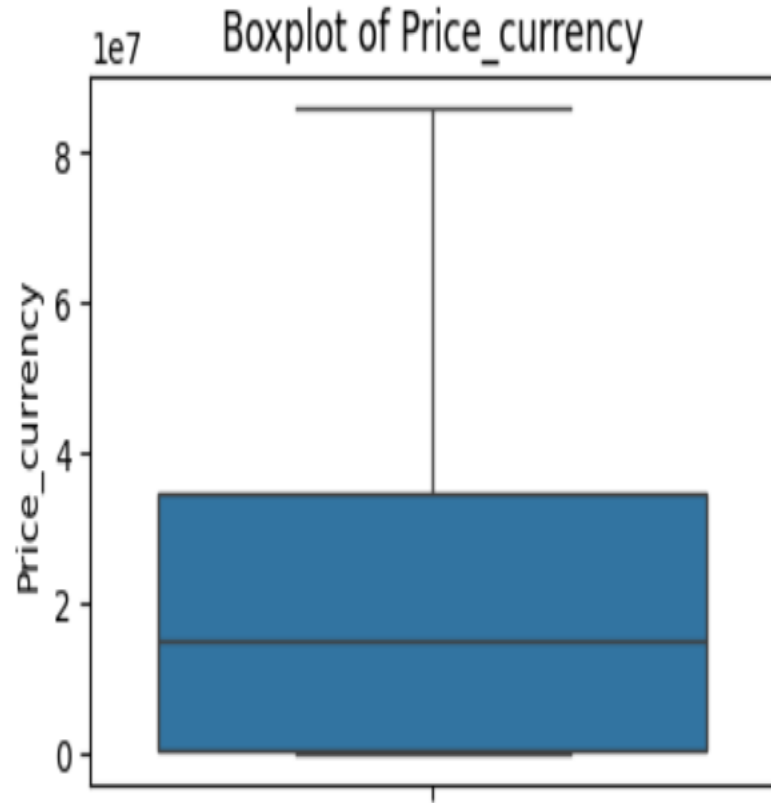- lower portion
- Rooms
- Farm houses

Key Insights

Common listing price threshold for people who want to buy is 80M Price

Key Insights

- **25% of properties are priced below 5M**
- **75% of properties are priced below 35M**
- **50% of properties are priced 30M**

(Most market activity -> 5-35M range)
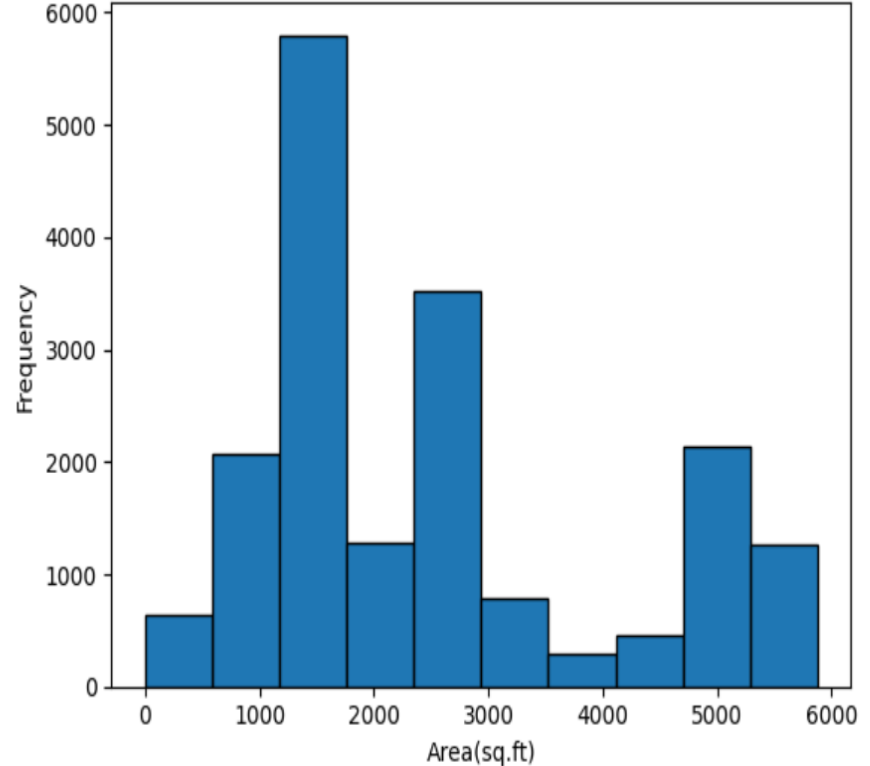

Boxplot of Price_currency

Key Insights

Common house size :
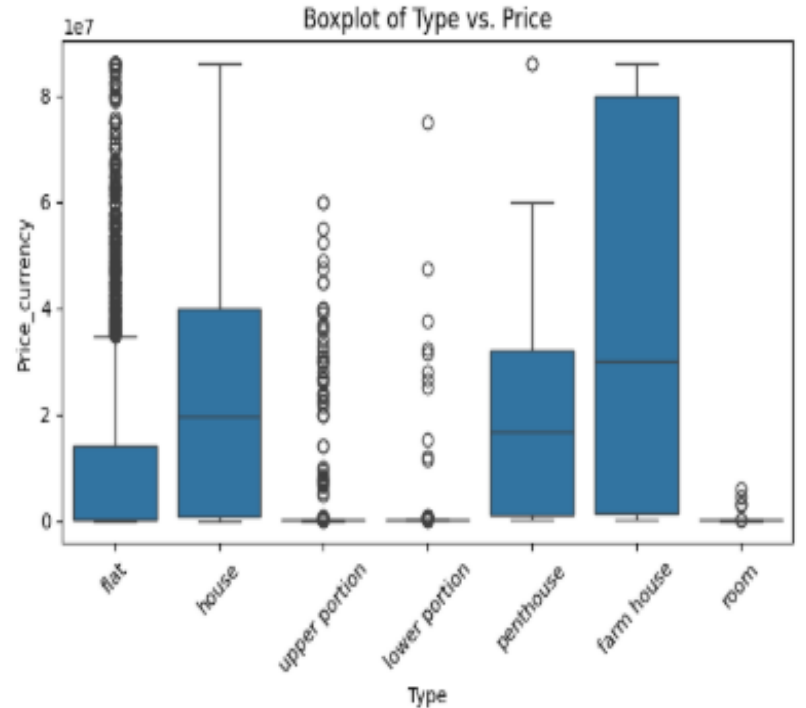   **1500-2000 (sqr.ft)**

Market segments:
- **Standard commercial**
- **premium commercial**

Key Insights

1-Farm House has highest median price approx.30M

2-Penthouse second highest approx.17M

3- House third highest approx.(19M)

4- Flat is having lower median of 14M

5-Upper Portion price is 1M

6-Lower Portion and Room consistently cheapest which is 0.5M each

Boxplot of Type vs. Price

Next Steps

- Monitor the farm house category for potential high-value opportunities
- Focus on mid-range Property : 1,000-2,500 sqr.ft (good opportunities for investors)

- Area and Price don't go up (due to different cities & locations)

- Buyers would target 2-3 bedroom properties for good value in residential segment (good opportunity for sellers)

- Properties around 1,500-2,000 sqr.ft area -> better price/sqr.ft ratio

- Upper and lower portion properties -> less price variations

Summary of findings

The real estate data shows a big differences in prices across different property types and locations.
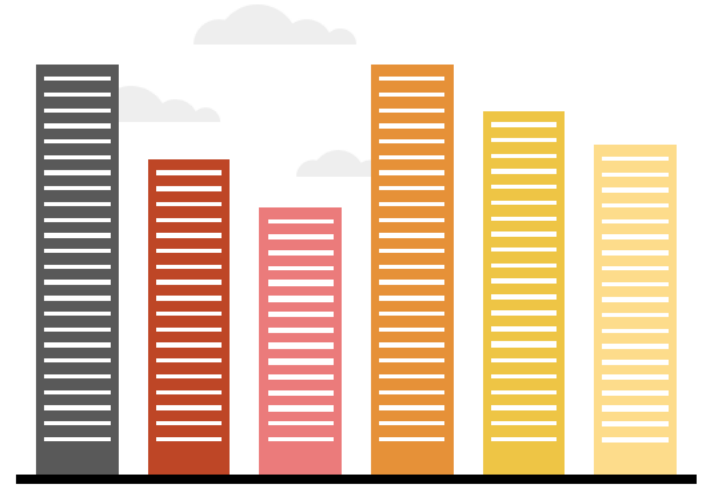- Farm houses -> most expensive properties
- Most regular homes size ->   1,000-2,500 square feet.
- Bigger homes ->   5-6 bedrooms cost the most
- Home size and price go up together, but location also affect the final price.
- Properties -> Around 1,500-2,000 square feet give the best value for money.

Limitations:
   Major problem with the data - over 7,000 properties show prices close to zero
   (which could mean foreclosed homes or any kind of data collection mistakes)

Recommendations for Skateholders

- Buy farm houses for higher profits but keep most of your money in regular family homes
- Focus on buying 1000-2500 Sqr.ft homes
  (Sell easily & good demand)
- Go for 3-4 bedroom house property

Any Questions?