Dubai Residential Property Market Analysis – Power BI Report

Prepared by: Biswojit Roul
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Executive Summary

This report presents a quantified and interactive analysis of Dubai's residential real estate market. Built using Power BI, the dashboard examines how price, square footage, property age, configuration, and location influence market behaviour. It is designed to support informed, data-driven decisions for investors, agents, developers, and buyers.

Report Structure

- Page 1: Market Overview
  Analysis of price categories, bedroom distribution, and neighbourhood-level pricing.
- Page 2: Feature-Based Analysis
  Focused on square footage, bathroom count, age of property, and price efficiency.

Page 1: Market Overview

Objective

To analyse the distribution of properties across price categories and locations, and assess how configuration (bedrooms) and regions influence pricing trends.

Key Performance Indicators (KPIs)

Metric	Value	Description
Total Property Area	100,293 sqft	Total square footage of all listings
Average Price	₹ 2,24,931	Mean selling price
Average Price per Square Foot	₹ 113	Standard unit pricing
Average Property Age	40.5 years	Indicates a mature housing inventory
Minimum Price per Square Foot	₹ 15	Erroneous or outlier value
Maximum Price per Square Foot	₹ 290	Highest value observed

Price Category Share (Donut Chart)

Price Category	Count	Share (%)
Mid Range	79	65.5%
Budget	21	17.4%
High End	21	17.1%

Insight: Over 65% of properties fall within the mid-range category, suggesting that the market prioritizes affordability for the average buyer.

Bedrooms vs Price Category (Stacked Column Chart)

Bedrooms	Dominant Category	Observation
3 BHK	Mid Range (60%)	Popular among middle-income families
4 BHK	Mixed	Some lean toward High-End
5 BHK	High End (70%)	Predominantly luxury-priced

Insight: As the number of bedrooms increases, the likelihood of the property being classified as High-End also increases.

Average Price by Neighborhood and Category

Neighborhood	Average Price	Deviation from Overall Average
Urban	₹227,297	+1.05%
Suburb	₹223,032	−0.84%
Rural	₹224,009	−0.41%

Insight: Urban homes command a slight premium over others due to location advantages.

Price Category by Neighborhood (100% Stacked Column)

Neighborhood	Budget	Mid Range	High End
Urban	10%	50%	40%
Suburb	20%	70%	10%
Rural	30%	60%	10%

Insight: Urban areas contain four times more High-End properties than Rural areas. Budget homes are more common in Rural zones.

Property Count by Neighborhood and Bedrooms

- Bedroom distribution is consistent across neighborhoods.
- Suburbs tend to have more 2–3 BHK properties.

Insight: Developers maintain a balanced supply of property types across all areas.

Price Trend by Year Built

- Properties built between 1980–2000 are approximately 12% more expensive than older homes.
- Properties built post-2010 are priced 6–8% higher than average.

Insight: While construction year influences pricing, square footage and location remain stronger indicators of value.

Page 2: Feature-Based Property Analysis

Objective

To evaluate how physical attributes such as SquareFeet, Bathrooms, and Property Age affect pricing.

SquareFeet vs Price by Category (Scatter Plot)

Observation   **Correlation**

Larger properties cost more $R^2 \approx 0.82$

- Homes over 2000 sqft are rarely categorized as Budget.
- Homes below 1500 sqft are typically Budget or Mid Range.

Insight: Square footage is the strongest determinant of price.

Average Price per Square Foot by Year Built (Line Chart)

Year Built Range	Avg Price/SQFT
1970–1989	₹110
1990–2009	₹113
2010–2023	₹115

Insight: Price per square foot has risen only 4.5% over 50 years, reflecting a stable long-term trend.

Average Price by Bedrooms and Bathrooms (Bar Chart)

Configuration	Avg Price	% Increase
3 BHK / 2 Bathroom	₹198,000	–
4 BHK / 2 Bathroom	₹224,500	+13.3%
4 BHK / 3 Bathroom	₹248,000	+10.5%
5 BHK / 3 Bathroom	₹276,000	+11.3%

Insight: Each additional bedroom or bathroom adds ₹20,000–₹30,000 to the average price.

Age Distribution (Histogram)

Age Group (Years)	Count	Share (%)
0–20	9	7.4%
21–40	44	36.3%
41–60	53	43.8%
61–80	15	12.5%

Insight: 80% of the properties are over 30 years old, indicating that the market is dominated by resale inventory.

Full Property List (Conditional Formatting)

- 18 properties have Price per Square Foot < ₹100 (highlighted as undervalued)
- 14 properties have Age > 60 years and Price per Square Foot > ₹120 (highlighted as overpriced)

Insight: Around 15% of properties present strong investment value, while 12% may require price negotiation or renovation.

Quantified Summary

Metric	Value
Total Properties	121
Average Price	₹224,931
Average Price per SQFT	₹113
Total SquareFeet	100,293
Percentage of Mid Range Homes	65.5%
High ROI (Undervalued) Homes	14.8%
Potentially Overpriced Homes	11.6%
Size-to-Price Correlation	$R^2 \approx 0.82$

Business Recommendations

Stakeholder	Recommendation
Buyers	Target 3–4 BHK homes with Price per SQFT below ₹100 and Age under 30 years
Investors	Focus on mid-range properties in Suburb and Rural areas for better ROI
Developers	Launch more 2–3 BHK units with modern design in undersupplied newer inventory
Agents	Promote Urban High-End homes to premium clients, while marketing value buys

Conclusion

This Power BI dashboard delivers a comprehensive, quantified overview of the Dubai residential property market. Key findings include:

- Square footage is the most reliable pricing indicator.
- Mid-range homes dominate the inventory.
- New construction is underrepresented, highlighting development opportunities.
- Properties with low Price per Square Foot and younger age present strong investment potential.

The report serves as a decision-support tool for analysts, investors, and developers aiming to navigate the property market with confidence.