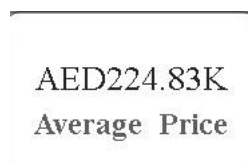


Housing Price in Dubai - Dashboard - Insight Summary



1. Total Price : Shows the combined total of all property prices in the dataset (AED 11,241.39M).



2. Average Price: Displays the average price across all properties (AED 224.83K).



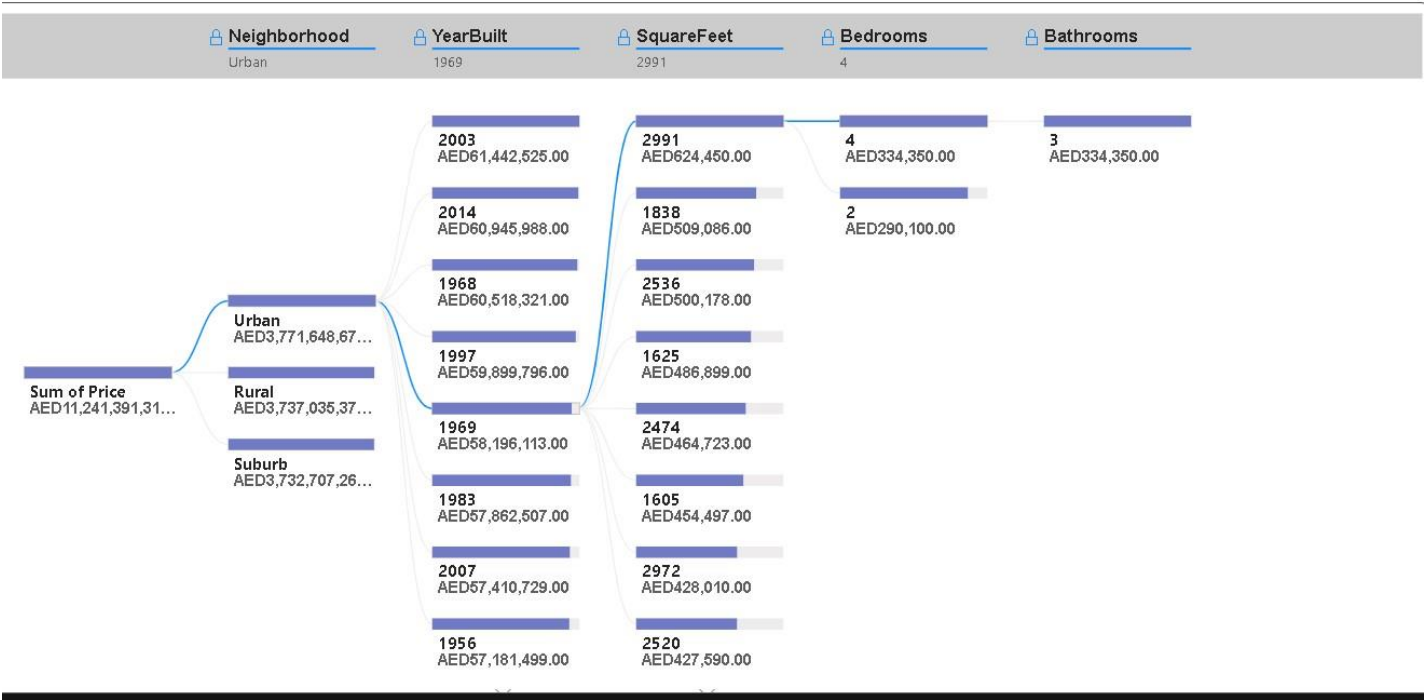
3. Total Square Feet : Indicates the cumulative square footage of all properties (100318.73K sq. ft).

Rural

Suburb

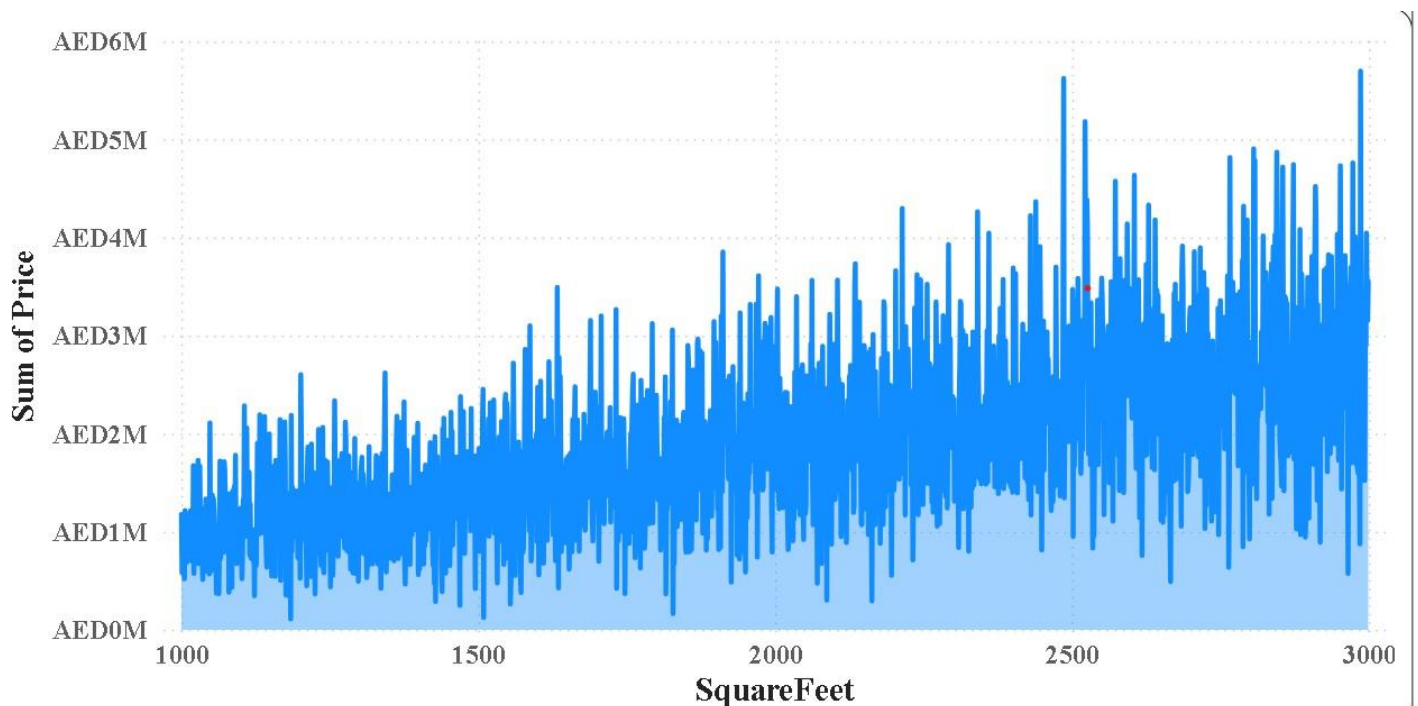
Urban

4. Neighborhood Filter : Allows selection between Rural, Suburb, and Urban areas for segmented analysis.



5. Tree Visual (Middle): Breaks down sum of price based on Neighborhood, Year Built, Square Feet, Bedrooms, and Bathrooms.

-> Insight: Urban areas contribute the highest total price.



6. Line Chart (Bottom): Shows how price increases as square footage increases.

-> Insight: There's a strong positive correlation between Square Feet and Property Price.

Conclusion

The housing price analysis in Dubai reveals important trends across various property features such as location, square footage, number of bedrooms, and construction year. The data-driven insights enable real estate professionals, investors, and developers to make more informed pricing, investment, and development decisions.

By leveraging Power BI's visualizations, we identified how different features influence property prices and highlighted areas of concern such as data anomalies (e.g., negative prices) that need cleaning for accurate business forecasting.

Key Insights

1. **Urban areas** contribute the highest total property value, indicating stronger demand and pricing in city centers.
2. **Property price positively correlates with square footage** — larger homes consistently attract higher total prices.
3. **The number of bedrooms** impacts average pricing, with 4–5 BHK homes priced significantly higher.
4. **Year of construction** doesn't have a strong influence on price, showing that location and property features weigh more than age.

5. **Average property price** in the dataset is approximately **AED 224.83K**, while total value exceeds **AED 11,241.39M**.
6. A total square footage of over **100,318.73K sq. ft.** is recorded, offering broad coverage of Dubai's housing space.
7. **Data Quality Issue:** 22 properties have **negative prices**, which are likely errors and should be excluded from analysis.

