

# DUBAI REAL ESTATE INTELLIGENCE DASHBOARD - INSIGHTS REPORT

## 1. Project Overview

This dashboard analyses 1,998 property listings across Dubai to help real estate investors, agents, and developers make informed decisions on pricing, segmentation, and market demand.

**The report highlights the key insights from three analytical perspectives:**

- Market Overview
- Area Type Analysis
- Trends & Price Drivers

## 2. Key Questions Answered

1. How do prices differ across Budget, Mid-Range, and High-End categories?
2. Which area type (Urban, Suburb, Rural) shows highest demand?
3. How does property size affect price?
4. How have prices and construction activity changed over the years?
5. Which bedroom counts offer the best value?
6. Where are pricing inefficiencies or investment opportunities?

## 3. Key Insights (by Dashboard Page)

### A. Market Overview Insights

#### 1. Strong Price Segmentation (38% Gap)

There is a 38% price difference across Budget, Mid-Range, and High-End segments, indicating a well-segmented real estate market.

- High-End homes are the most expensive (avg ~308K AED).
- Budget homes are the lowest (avg ~139K AED).

- Mid-Range offers balanced pricing (avg ~224K AED).

## 2. Listing Distribution Is Balanced

Listing counts across the three categories are similar ( $\approx 660$  each), showing:

- No heavy dependency on any single segment
- Balanced supply  $\rightarrow$  stable market

## 3. Price per Sqft Pattern

- Budget has the highest price per sqft jump (strong demand for smaller units).
- Mid-Range and High-End flatten out  $\rightarrow$  consistent pricing.

## 4. Property Size Differences

Average sizes:

- Budget:  $\sim 1487$  sqft
- Mid-Range:  $\sim 2009$  sqft
- High-End:  $\sim 2497$  sqft

Size increases smoothly across the segments.

## B. Area Type Analysis Insights

### 1. Suburb Areas Have the Highest Demand (34% of Listings)

Suburbs account for the largest number of listings  $\rightarrow$  major demand hotspot.

### 2. Property Size Slightly Larger in Rural Areas

Rural avg size is highest ( $\sim 2017$  sqft), followed by Urban & Suburb.

### 3. Prices Are Almost Equal Across Areas

Surprisingly:

- Suburb:  $\sim 222$ K
- Urban:  $\sim 224$ K
- Rural:  $\sim 226$ K

Price per sqft is nearly identical across all area types, showing:

- A highly efficient market

- No major price exploitation by geography
- Potential undervaluation in certain Rural segments

#### **4. Demand Insights**

Suburb → Demand hub

Urban → Stable & moderate

Rural → Lower listings but bigger homes

### **C. Trends & Price Drivers Insights**

#### **1. 60-Year Price Trend**

- Mid-Range is the most stable across decades
- Budget shows high volatility
- High-End grows moderately but steadily

Investors who want stability → Mid-Range

Investors who want high-risk, high-reward → Budget

#### **2. Construction Activity Trend**

Construction activity shows a rising trend post-2000, with peaks around:

- 38 units
- 36 units

Reflects Dubai's rapid development era.

#### **3. Size-to-Price Relationship**

Scatter plot shows:

- Positive correlation between size & price
- Larger homes consistently priced higher
- High-End properties cluster at upper price tiers

#### **4. Bedrooms vs Price**

- Prices increase linearly with bedroom count (1 → 5)
- High-End homes dominate 4 & 5 bedroom categories
- Budget homes mostly fall under 1–3 bedroom range

## 4. Business Recommendations

### 1. Developers

- Focus expansion in Suburb areas (highest demand).
- Build Mid-Range homes for stable long-term sales.
- Use price per sqft parity to maintain competitive pricing across all areas.

### 2. Investors

- Choose Mid-Range for safest returns.
- Buy in Budget segment for short-term, high-volatility opportunities.
- Consider Rural properties for larger area at similar price per sqft.

### 3. Real Estate Agents

- Use listing category insights to upsell High-End clients.
- Highlight pricing inefficiency to negotiate better deals.
- Guide families toward Suburb 3, 4 BHK units based on trend data.

## 5. Conclusion

This dashboard transforms raw housing data into actionable intelligence, helping stakeholders make:

- Better pricing decisions
- Smarter investments
- Data-driven market strategies
- Faster comparisons across segments

The interactive slicers, trend visuals, and KPI summaries reduce analysis time from hours to seconds, giving a competitive advantage to anyone in the Dubai real estate market.