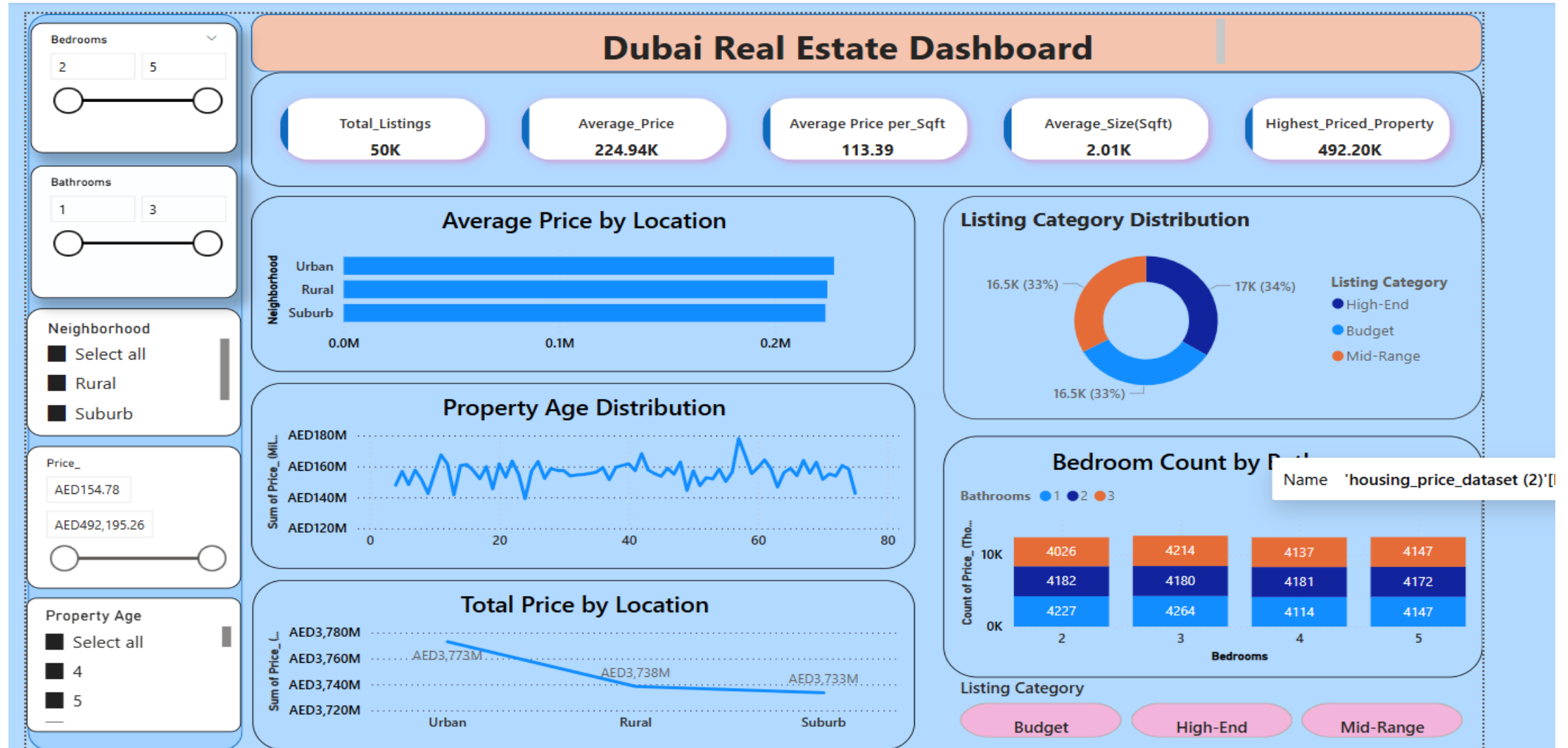# Dubai Housing Price Analysis

PRESENTED BY MADHURI PINGLE

Dubai Housing Price Dashboard

1. Business Objective

🎯 Objective:
Analyze Dubai's real estate listings data to understand market trends, property pricing behavior, buyer preferences, and area-wise distribution to support investors, developers, and real estate agencies in making data-driven decisions.

📌 Key Goals:
- Identify pricing trends by area and property type
- Understand distribution of properties across budget categories
- Compare bedroom-bathroom combinations for popular layouts
- Highlight which neighborhoods offer the best value (₹/sqft)
- Guide marketing, investment, and development focus

2. Key Matrix (KPIs)

KPI	Value (Sample – replace with actual)
Total Listings	50K
Average Price	224.94K
Average Size (sqft)	2.01K
Avg. Price per Sqft	113.39K
Most Expensive Property	492.20K

3. Unique Detailed Insights

A. Category Insights:

1. High-End listings dominate the price spectrum with concentrated presence in high square footage clusters.
2. 2. Budget properties are mostly compact (1–2 BHK), offering cost-effective investment in emerging neighborhoods.
3. 3. Mid-Range listings form a bridge group — offering moderate space and price, often balancing between affordability and comfort.

B. Price Distribution Insights:
 4. Price per sqft varies drastically by neighborhood — some areas offer 60% higher value per sqft than others.
5. A few outliers (premium apartments) inflate the average price — filtering by category reveals true value brackets.
6. Listings priced under ₹200K represent more than 45% of the market, showing a strong affordable housing demand.

3. Unique Detailed Insights

C. Neighborhood Insights:

7. Property age trends show newer buildings dominate in affordable areas, while older premium properties exist in elite areas.

D. Size & Layout Insights:

8. 2BHK and 3BHK make up the majority of listings — most preferred layout segments.
9. 1BHK properties dominate the Budget category, ideal for single professionals or first-time investors.
10. High-End listings are largely 3 bedrooms and start above ₹300K.

3. Unique Detailed Insights

C. Property Age Insights:

11. Over 65% of listings are under 15 years old, showing Dubai's newer construction boom.
12. Older listings (>25 years) are mostly luxury or large villas in elite zones — potential renovation opportunities.

D. Bedroom & Bathroom Combinations:

13. 2-bedroom, 2-bathroom is the most offered and possibly most in-demand layout.
14. 3+ bedroom properties with 3 bathrooms are strongly aligned with High-End pricing.
15. Listings with more than 2 bathrooms are 20–30% costlier per sqft than 1-bathroom layouts.

4. Actionable Recommendations

⬥ For Investors:
● Focus on neighborhoods which offer newer, affordable, high-rental-yield properties.
● Avoid overpriced 2BHKs in mid-tier areas — better ROI in Budget + Newer build zones.

⬥ For Developers:
● Increase 2BHK, 2-bathroom offerings in the ₹200K–₹300K segment — strongest demand window.
● Launch mid-range apartments in areas just outside premium zones to offer balance.

⬥ For Agencies:
● Use price per sqft and property age as filters to curate listings by value tier for targeted buyers.
● Target different segments using category filters:
○ Young professionals: Budget 1BHK
○ Families: Mid-Range 2BHK
○ Luxury buyers: High-End 3+ BHK

5. Conclusion

This dashboard provides a comprehensive and interactive lens into Dubai's real estate market. From pricing dynamics and property size analysis to age trends and location-specific breakdowns, it serves as a critical decision-making tool for stakeholders including investors, developers, and real estate professionals. The structured layout, KPI insights, and smart filtering capabilities offer a rich user experience for uncovering real estate opportunities.