

Real Estate Market Insights: Zameen.com Listings (Pakistan)

Executive Summary

Total cleaned listings analysed (after basic filtering): 17,650
Breakdown: 10,670 Sale listings (60.5%), 6,980 Rent listings (39.5%).

Key city-level insights (Sale market, top cities by listing volume):

- Rawalpindi: median sale price \approx PKR 36,000,000 for median area \approx 2,720 sqft (price-per-sqft \approx PKR 14,246).
- Faisalabad: median sale price \approx PKR 23,500,000 for median area \approx 1,496 sqft (price-per-sqft \approx PKR 14,154).
- Multan: median sale price \approx PKR 22,000,000 for median area \approx 1,904 sqft (price-per-sqft \approx PKR 11,029).
- Lahore: median sale price \approx PKR 30,000,000 for median area \approx 2,176 sqft (price-per-sqft \approx PKR 14,338).
- Gujranwala: median sale price \approx PKR 24,000,000 for median area \approx 1,510 sqft (price-per-sqft \approx PKR 13,971).

Rental market (top cities by rental listings):

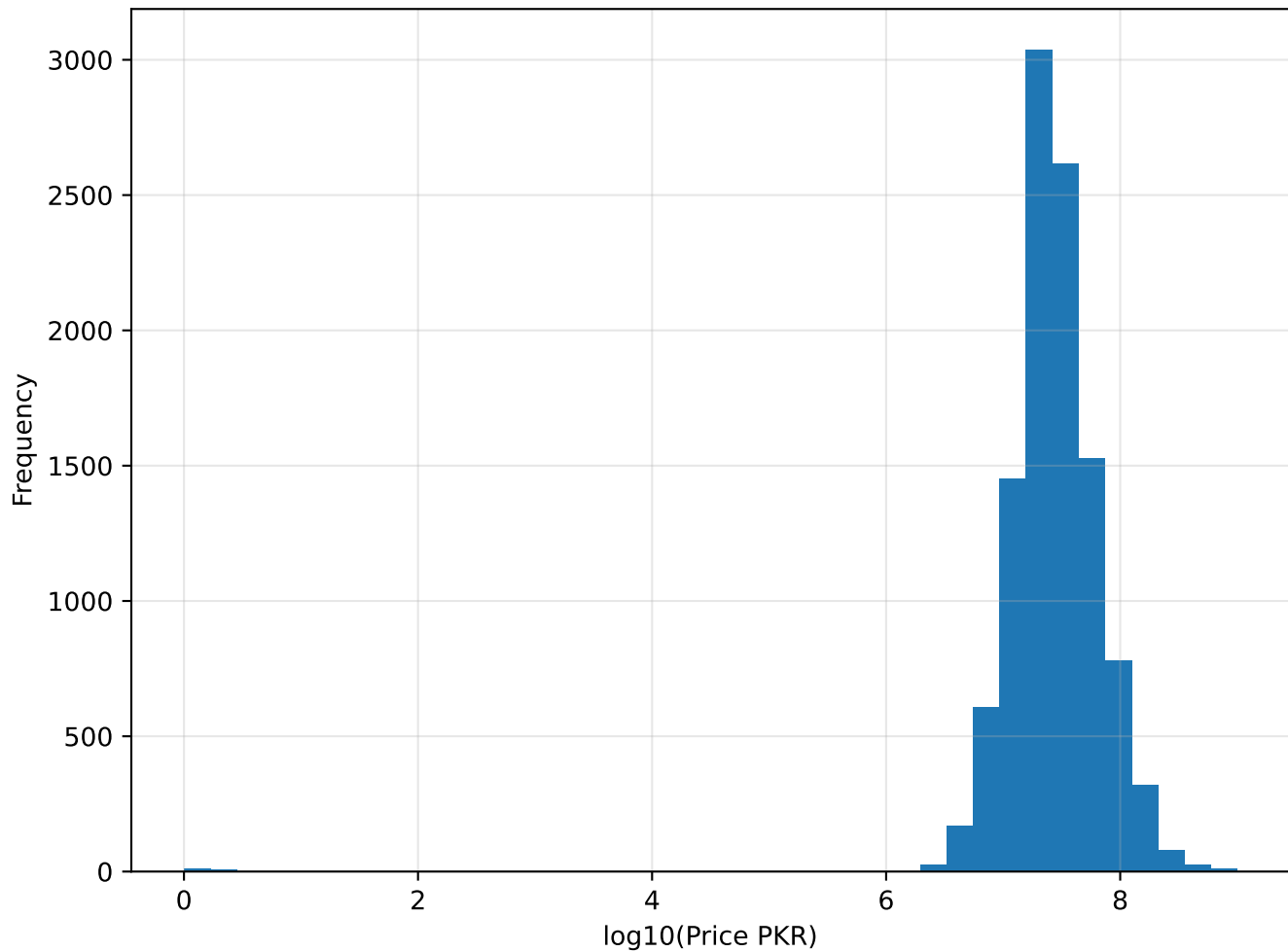
- Rawalpindi: median monthly rent \approx PKR 80,000, median area \approx 2,720 sqft (rent-per-sqft \approx PKR 38.5).
- Islamabad: median monthly rent \approx PKR 155,000, median area \approx 3,210 sqft (rent-per-sqft \approx PKR 59.3).
- Lahore: median monthly rent \approx PKR 139,000, median area \approx 2,720 sqft (rent-per-sqft \approx PKR 50.6).
- Karachi: median monthly rent \approx PKR 170,000, median area \approx 2,448 sqft (rent-per-sqft \approx PKR 66.7).
- Gujranwala: median monthly rent \approx PKR 55,000, median area \approx 1,360 sqft (rent-per-sqft \approx PKR 34.0).

Property type highlights (Sale):

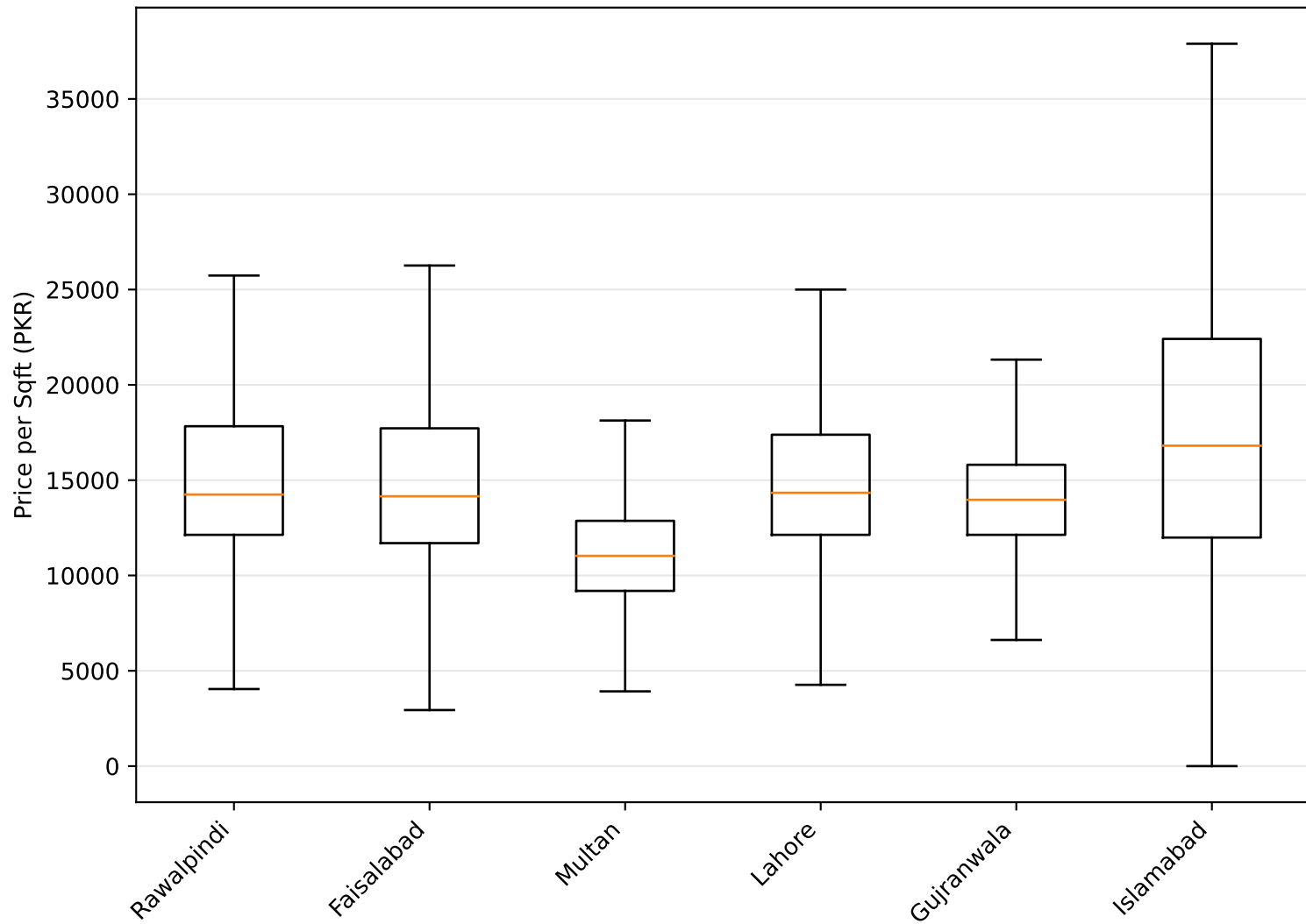
- House: median price \approx PKR 28,000,000, median area \approx 1,904 sqft, median price-per-sqft \approx PKR 13,971.
- Flat: median price \approx PKR 15,000,000, median area \approx 1,333 sqft, median price-per-sqft \approx PKR 12,523.
- Farm House: median price \approx PKR 60,500,000, median area \approx 21,760 sqft, median price-per-sqft \approx PKR 2,253.
- Upper Portion: median price \approx PKR 26,900,000, median area \approx 1,800 sqft, median price-per-sqft \approx PKR 13,657.
- Penthouse: median price \approx PKR 30,750,000, median area \approx 3,441 sqft, median price-per-sqft \approx PKR 8,375.
- Lower Portion: median price \approx PKR 28,000,000, median area \approx 1,800 sqft, median price-per-sqft \approx PKR 14,583.
- Room: median price \approx PKR 3,200,000, median area \approx 381 sqft, median price-per-sqft \approx PKR 8,403.

Overall, prices correlate moderately with bedrooms and bathrooms, and only weakly with raw plot size. This suggests that livable space and room count are stronger price drivers than area alone.

Distribution of Sale Prices (log10 PKR)



Price per Sqft by City (Top 6 Sale Cities)



Correlation Heatmap (Numeric Features)

