



# Dubai Real Estate Intelligence Dashboard – Insights Report

**Internship:** Labmentix | **Tool:** Microsoft Power BI | **Duration:** Week-1 Project

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## Overview

This dashboard analyzes Dubai's real-estate market using Power BI to uncover pricing trends, property sizes, neighborhood segmentation, and category distribution.

It transforms raw housing data into **actionable insights** that assist **investors, developers, agents, and policymakers** in making data-driven decisions.

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## Objectives

- Analyze property listings and uncover pricing and location trends.
  - Evaluate relationships between price, size, and number of bedrooms.
  - Identify property age distribution and category segmentation.
  - Build an interactive dashboard for real-time exploration and decision support.
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## Key Findings

- 1 **Urban neighborhoods** have the *highest average price per sqft* — nearly double Rural areas.
  - 2 **Suburban regions** dominate total listings, mostly *Mid-Range and Budget* homes.
  - 3 **3–4 BHK properties** form the majority of listings, showing strong family demand.
  - 4 Most properties are **20–50 years old**, reflecting an ageing but stable housing stock.
  - 5 Price grows with size up to **~2500 sqft**, after which returns begin to flatten.
  - 6 **Average Price:** \$225 K | **Average Size:** 2.01 K sqft | **Avg Price/Sqft:** \$113.31
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## Industry Relevance

### Stakeholder      Value Derived

**Investors**      Identify high-ROI urban zones and optimal property sizes.

**Developers**      Plan mid-range projects in suburbs and refurbish older homes.

**Agents/Brokers**      Use data-driven benchmarks for transparent property pricing.

**Policymakers**      Detect affordable & ageing neighborhoods for redevelopment focus.

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## Tools & Techniques

- **Power BI** – Dashboard design & visualization
  - **Power Query** – Data cleaning & transformation
  - **DAX** – Calculated columns & KPIs
  - **Dataset Source:** CSV file with 50K + property records
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## Conclusion

The *Dubai Real Estate Intelligence Dashboard* provides a clear, data-driven view of the city's housing market.

It empowers decision-makers to compare neighborhoods, evaluate investment potential, and understand housing distribution patterns — turning data into real estate intelligence.

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