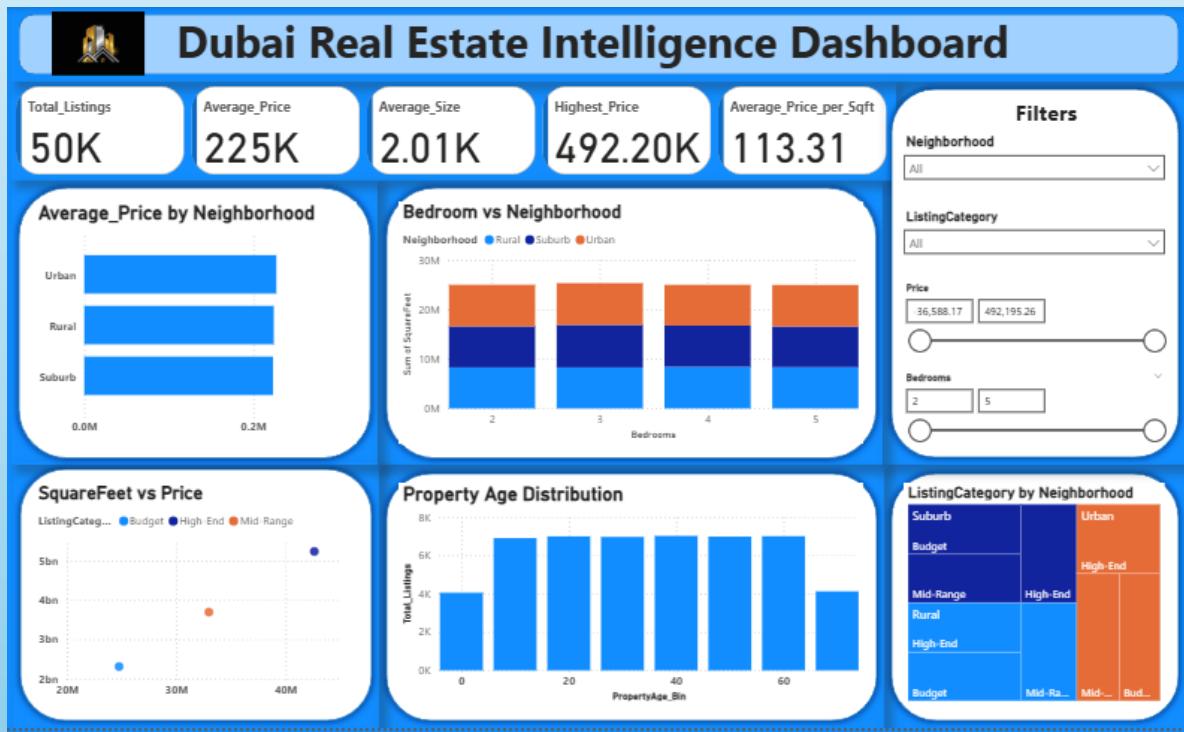




Dubai Real Estate Intelligence Dashboard

Power BI Project | Labmentix Internship – Week 1



Project Overview:

This interactive dashboard analyzes Dubai's housing market to reveal pricing trends, neighborhood segmentation, property age distribution, and optimal property sizes for investment.

Objectives:

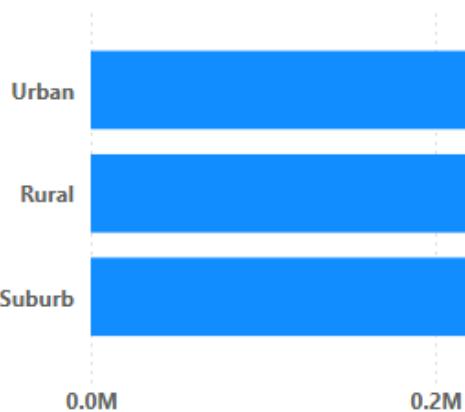
- To analyze Dubai's property listings and uncover market trends across different neighborhoods.
- To evaluate relationships between property price, size, and number of bedrooms.
- To identify the distribution of property age and categorize listings by price segments.
- To build an interactive, data-driven dashboard that supports strategic decisions for investors, developers, and policymakers.



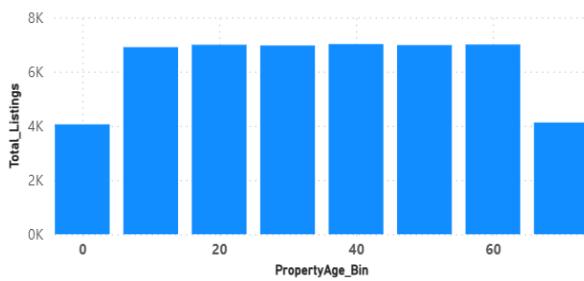
Insights & Analysis

◆ Visual Highlights:

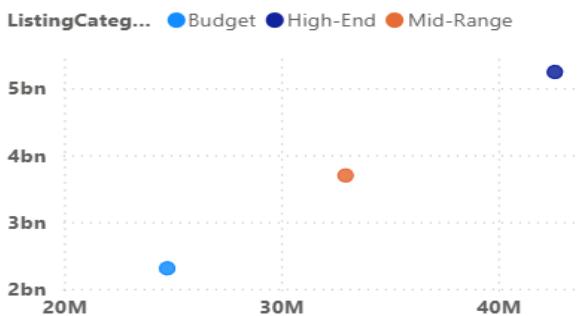
Average_Price by Neighborhood



Property Age Distribution



SquareFeet vs Price



Key Performance Metrics:

Metric	Value
Total Listings	50K
Average Price	\$225,000
Average Property Size	2,010 sq.ft
Highest Price	\$492,200
Avg. Price per Sq.Ft	\$113.31



Key Findings:

- Urban neighborhoods have the highest average price per sqft.
- Suburban regions dominate total listings with mid-range & budget homes.
- 3-4 BHK properties are most common across neighborhoods.
- Majority of properties are 20-50 years old.
- Price increases with size until ~2,500 sqft, after which returns flatten.



Summary of Key Insights:

- Urban neighborhoods show premium pricing.
- Suburban regions dominate mid-range listings.
- 3-4 BHK homes lead demand.
- Price rises with area up to ~2,500 sq ft.
- Majority properties are 20-50 years old.



Industry Relevance & Impact

◆ Stakeholder Benefits:

Stakeholder	Value Derived
Investors	Identify high-ROI neighborhoods and optimal property sizes.
Developers	Plan mid-range projects in suburbs & refurbish older homes.
Agents/Brokers	Price listings using price-per-sqft benchmarks.
Policymakers	Identify affordable & ageing neighborhoods for redevelopment.

Conclusion:

The Dubai Real Estate Intelligence Dashboard converts raw housing data into actionable insights, enabling faster, evidence-based decisions across investment, development, and policy. This dashboard is designed for clear exploration and rapid decision making.

Learning Outcomes:

- Enhanced Power BI & DAX proficiency.
- Improved dashboard storytelling and data modeling.
- Applied analytical thinking to real-world real-estate data.

Tools & Technologies:

Power BI | Power Query | DAX | Microsoft Excel | Data Cleaning | Data Visualization

“Turning data into decisions — one dashboard at a time.” ❤️
Thank you for reviewing my project!

