



Quick User Guide

To access the dashboard:
Download Tableau Reader [here](#)
Download the Citymark Demo workbook [here](#)
Save the Demo dashboard on your local drive:
MyDocuments/MyTableauRepository/Workbooks

About the dashboard

The **citymark** dashboard provides users with suburb-level understanding of affordable housing markets by loading a data platform built specifically for affordable housing into a business intelligence application. This allows users to quickly and expertly zoom in, compare across areas, trend over time, and save and export images for future use without any specific knowledge of mapping or data analysis applications. Hosting the dashboard on an external web-based platform provides users access to automatic data updates, increased security, and more powerful processing.

Accessing the dashboard

Open Tableau Reader, click File Open, and select Citymark Demo from within your Tableau Repository. The dashboard will open up to an interactive table of contents, the arrows of which lead to several dashboards within the demo. Each dashboard can also be accessed by tabs across the bottom of the dashboard. *Some Mac users find that files open better in Chrome.*

“The Front Page” provides important updates, such as new data, new indicators or updated worksheets.

Using the dashboard

Click the **arrows** on the Front Page or the **Tabs** across the bottom to view different workbooks.



Dashboard views of maps, charts and graphs within workbooks are generally guided by clicking on the map first, which shows key indicators for the whole geographic context, then by the top left-hand chart, which shares suburb data within the

mainplace, and then the bottom chart, which shows indicators for single suburbs.

Select municipalities by using the dropdown menu to the right of the title (a blank screen means locations have not been selected). In many dashboards, clicking on the map reveals all the suburb indicators on the chart on the left by mainplace.

Filters are in the top right-hand corner - they narrow the field of indicators by municipality, suburb or time period, and carry across all views in the dashboard.

Maps

Highlight suburbs by clicking dots on the map. Isolate areas by double-clicking on the map, which will update the associated charts and graphs on the dashboard. Double click to bring all the suburbs back. If a highlighted suburb does not show up on the map, zoom out.



To zoom in or out, hover your mouse over the top left corner of the map to reveal several map control icons. *Plus* zooms in, *minus* zooms out, the *pin* will move the map to the new area, and the *arrow* provides screen grab options.

To focus on an area within the metro, hover on the arrow key, click the screen icon and drag the mouse over an area and release. This will highlight areas within the crop, and change the charts and graphs.

To highlight specific items displayed on the map (such as affordability, lenders or growth), click on that aspect in the legend.

Bring all the areas back by double-clicking on a blank area of the map again, or clicking on the pin.



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Charts

Sort the suburb charts (up or down) by clicking on the headers, the labels under the axes. Clicking sort three times will sort by 1) alpha, 2) ascending, 3) descending order.

Tooltips appear when the cursor hovers over an area or indicator, describing the suburb or graph in more detail. Some tooltips contain hyperlinks to other parts of the dashboard.

Understanding the Indicators

The **Definitions & Methodology** tab provides definitions of key terms and their use in understanding local housing markets. Data sources and methodologies are described. Several tooltips contain links to the background tab.

Exporting Data and Images

To export information contained in a single worksheet, highlight a worksheet as indicated by a darkened grey border, and click on Worksheet -> Export. Displayed analyses can be exported as data extracts or images. **Data extracts** (to Access or Crosstab to Excel) provide easy incorporation into in-house analysis, reformatting into specific tables, or inclusion of indicators in other datasets. **Images** allow views to be pasted in memos and powerpoints, or embedded into emails. Note that maps generally do not export into data extracts.

To export an entire dashboard view, click on Dashboard -> Export. Jpeg files have the lowest resolution, EMF files the highest.

Starting Over

Click on the giant back arrow in the upper left corner to revert a previous command (or several). Click F12 to revert the file back to its original condition. Tableau Reader does not allow you to save changes.

Printing Your Work

Click on intended worksheet, click File -> Page Setup to choose the layout of the legend, the paper and other options. File -> Print provides an option to print single worksheets or the entire workbook.

What next?

Would you like to save dashboards, change indicators or areas? Would you like to see your own data added within the dashboard or used to build specific indicators? Let us know!

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The screenshot shows a dashboard with a table of market data and a map of Johannesburg. Callout boxes point to various interactive elements:

- Export analyses:** Points to the 'Export' button in the top right of the dashboard.
- Sort by values:** Points to the 'Sort' dropdown menu in the table header.
- Highlight, filter suburbs:** Points to the 'Click on the dots to highlight suburb chart' tooltip.
- Click tabs to change views:** Points to the navigation tabs at the bottom of the dashboard.
- Set dashboard filters:** Points to the 'Municipality Name' dropdown menu.
- Zoom in, filter areas:** Points to the map area.

Suburb	Under R300k	Betw R300 - R600k	Over R1.2M	Total Households	Household to Properties
Protea Glen	7,521	3,387	16,727	128,556	7.5
Cosmo City	6,752	11,303	88,680	71,838	7.8
Bryanston	8,532	7,790	85,722	71,838	7.1
Eldorado Park	4,542	4,366	51,390	85,722	10.1
Weltevredenpark	3,843	4,719	42,774	51,390	6.2
Morningside	6,026	6,731	67,920	42,774	6.1
Jabavu	6,425	6,342	149,142	67,920	22.8
Hillbrow	6,222	6,064	36,360	149,142	6.8
Randpark Ridge	4,956	68,976	68,976	36,360	11.4
Zola	4,890			68,976	

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Frequently Asked Questions

What is the source of the data?

Citymark uses 2011 census data provided to us directly from StatsSA, and South African deeds registry data by our partners at Lightstone, one of the leading property data firms in South Africa. Both datasets are extracted, cleaned, merged and aggregated to the suburb level. We do not use record-level data.

How is the data aggregated or geo-coded? How is it put into the dashboard?

Individual deeds records are aggregated at the suburb level into specifically defined indicators, which are then merged at the suburb level with census data. Citymark uses 2011 StatsSA subplace boundaries, ensuring that all data sources aggregate to the same boundaries. These data are loaded as an extract into the dashboard software, which is then used to create the specific views, maps and tooltips, for user interaction. Indicators must be geocoded prior to use by the dashboard – it is not a geocoder, and simply reads the x and y coordinates as plots on a chart. This greatly speeds up download and rendering times, and makes the dashboard much easier to use.

How are the indicators derived?

About half of the indicators are aggregated counts of conditions within suburbs, such as numbers of properties, sales or average values. The remaining indicators have been created by us, based on our experience in housing and real estate development. All of the indicators can be shown at the suburb, mainplace, and municipality or metro levels.

How is the value determined?

The value of residential properties is currently provided by Lightstone using its proprietary methodology which takes into consideration a range of indicators to estimate property value, including the amount of sales activity in an area. Over time, these valuations may be replaced by local municipality data if and as that information comes available. For now, all of the valuations in the dashboard have used this same method.

How can I connect my data to the dashboard?

Uploading data into the dashboard, such as municipal data or proprietary datasets, is very secure and easy. The data can be in any digitized format, including spreadsheets, databases, shapefiles or csv files. Extracts can enrich your data with our indicators and map views. Please contact us directly for questions about how to connect your work with the dashboard directly.

Contact

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