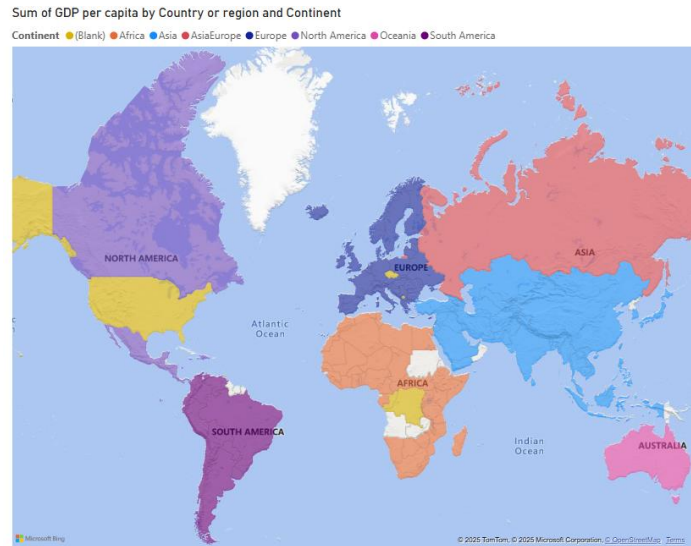


Date : 7-11-2025



## Filled Map (Sum of GDP per Capita by Continent)

### Insights

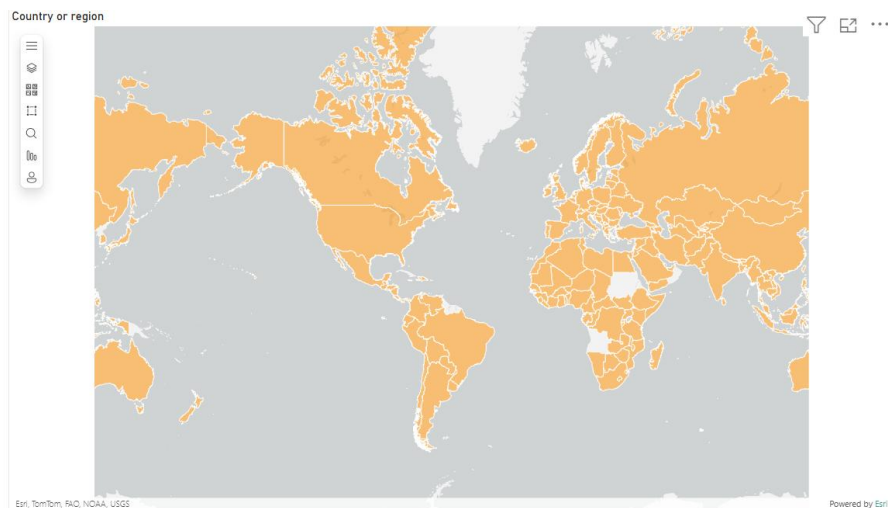
1. **North America and Western Europe** show high GDP per capita, indicating strong developed economies.
2. **Asia** displays wide variation: countries like Japan and South Korea contribute to higher GDP per capita while others remain lower.
3. **Africa** mostly reflects **lower GDP per capita**, highlighting economic challenges and lower industrialization.
4. **Oceania** (mainly Australia and New Zealand) shows **higher GDP per capita** similar to developed Western nations.
5. **South America** appears mid-range, indicating developing economies with uneven growth.
6. The color-coded map helps **compare economic performance by continent** at a global scale.

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### Steps to Create Filled Map in Power BI

1. **Load Dataset** containing:
  - Country / Region
  - GDP per Capita
  - Continent variable
2. **Go to Visualizations** → **Select “Filled Map”**.
3. Map fields as:

- **Location / Region** → *Country/Region field*
  - **Legend** → *Continent*
  - **Values** → *Sum of GDP per Capita*
4. Ensure **Data Category** of country column is set correctly:
    - *Model View* → *Select Country Column* → *Data Category* → *Country/Region*
  5. Enable **Map visuals** under options if prompted.



## ArcGIS Map (Country Highlight Representation)

### Insights

1. This map highlights **geographical distribution** of countries **only**, without encoding GDP or numerical intensity.
2. It is primarily useful for:
  - **Selecting countries**
  - **Applying filters**
  - **Providing a global spatial reference**
3. It is ideal as a **supporting visual**, not for direct value comparison.

4. Useful when building dashboards needing **geographical selection interaction** with other charts.
  5. It helps users **zoom, layer, and analyze geographic patterns** more accurately through ArcGIS features.
- 

### Steps to Create ArcGIS Map in Power BI

1. **Enable ArcGIS Map Visual** (if not shown):
  - File → Options → Preview Features → Enable *ArcGIS Maps for Power BI*
2. Select **ArcGIS Maps** from Visualization Panel.
3. Map fields:
  - **Location** → *Country/Region*
4. Customize under **Layers** and **Basemap** options:
  - Change **Map Style** (Light, Dark, Streets, etc.)
  - Turn on **Reference Layers** (Population, Boundaries, etc.)
5. Use **Zoom & Pan** tools for analysis.
6. Optionally use **Boundary or Heat Map layers** to add thematic depth.