

Part 1: Maps & Geocoding

Task 1: Basic Map – Sales by Country

Visual Type: Map

Steps:

- Drag `Country` into **Location**
- Drag `Sales` into **Size**
- Optional: Use `Category` for **Legend**

Task 2: Use Latitude & Longitude

Visual Type: Map

Steps:

- Drag `Latitude` to **Latitude** field
- Drag `Longitude` to **Longitude** field
- Drag `Sales` to **Size**
- Use `City` in **Tooltip** (optional)



Ensure fields are correctly categorized:

- Set Data Category: **Modeling** → **Data Category** → **Latitude/Longitude**

Task 3: Plot Total Sales by City

Visual Type: Map

Steps:

- Drag `City` into **Location**
- Drag `Sales` into **Size**
- Use `Region` in **Legend** for color grouping

Task 4: Region-wise Heatmap (Shape Map)

Visual Type: Shape Map

Steps:

- Use `Region` in **Location**
- `Sales` into **Color saturation**
- Enable Shape Map via **File > Options > Preview Features**
- Choose a built-in or custom region map (e.g., US States, World)

Task 5: Map Drill-Down (Country → Region → City)

Steps:

1. Create a **hierarchy**:
 - Drag Country, Region, City into a hierarchy field
2. Use a **Map visual**:
 - Place the hierarchy in **Location**
 - Enable **Drill Down** from the top menu (arrows icon)

Part 2: Formatting & Annotations

Task 6: Customize Map – Titles, Colors, Labels

Steps:

- Go to **Format pane**
 - Change Title: *Customize title text, font, color*
 - Colors: Adjust under **Data colors**
 - Labels: Turn on **Category Labels**

Task 7: Conditional Formatting for Bubble Colors

Steps:

- In the **Map visual**, go to **Format > Data colors**
- Use **fx (Conditional formatting)** based on:
 - Sales range
 - Category
 - Region

Example:

- Red for high sales, yellow for mid, blue for low.

Task 8: Add Annotations to Highlight Key Cities

Steps:

- Use **Text Boxes** or **Smart Narrative**
- Add this to tooltip or label field.

Task 9: Tooltip Page with Details

Steps:

1. Create a new report **Page**, set as Tooltip:
 - Page Info > **Tooltip = On**
2. Add visuals (cards, charts) showing:
 - Sales, Customers, Product info

3. On the main map, go to Format → Tooltip → Choose your new page

Task 10: Add a Slicer to Filter the Map by Category

Steps:

- Add a **Slicer visual**
- Use the `Category` field
- Interacts automatically with map → shows only bubbles for selected categories