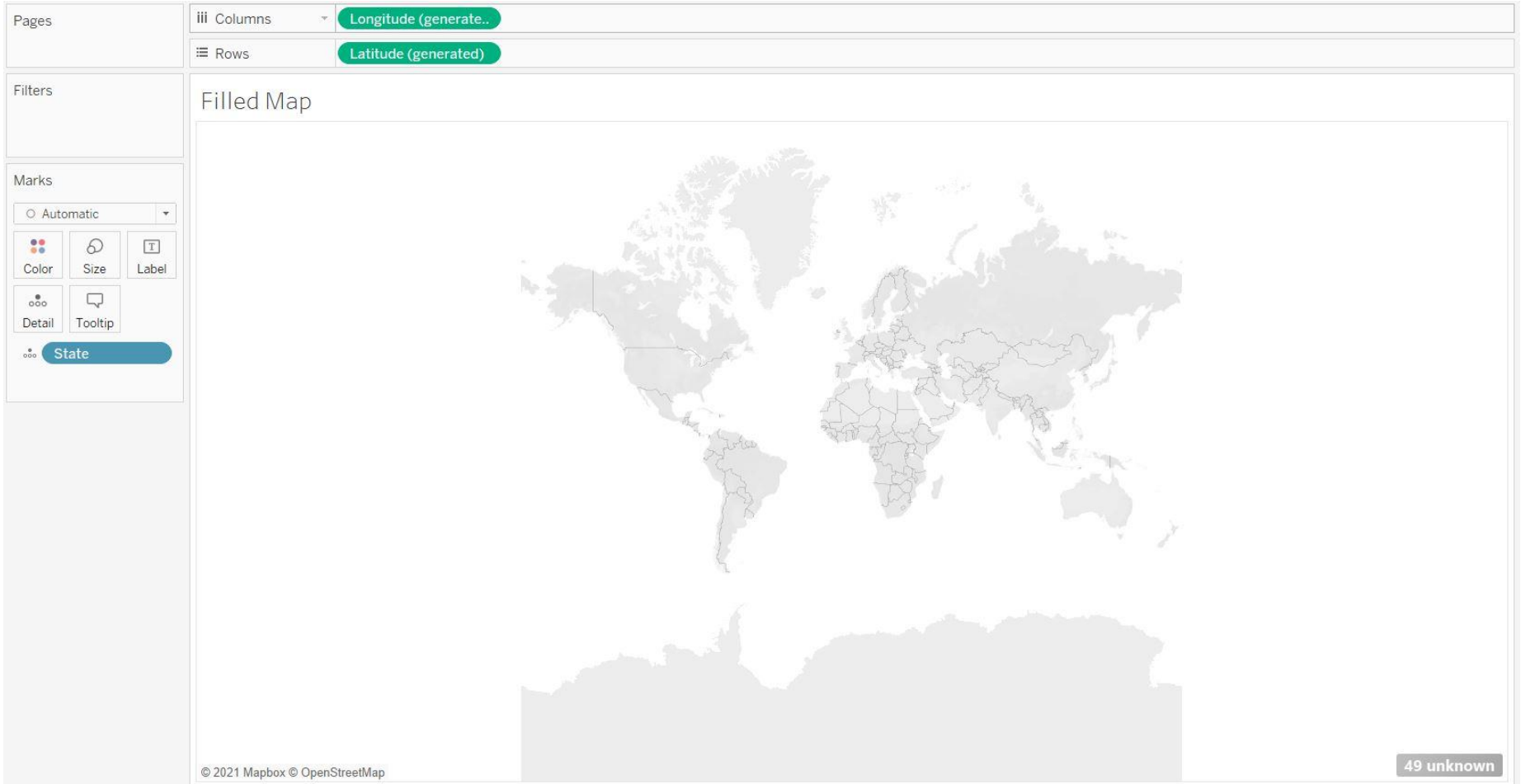
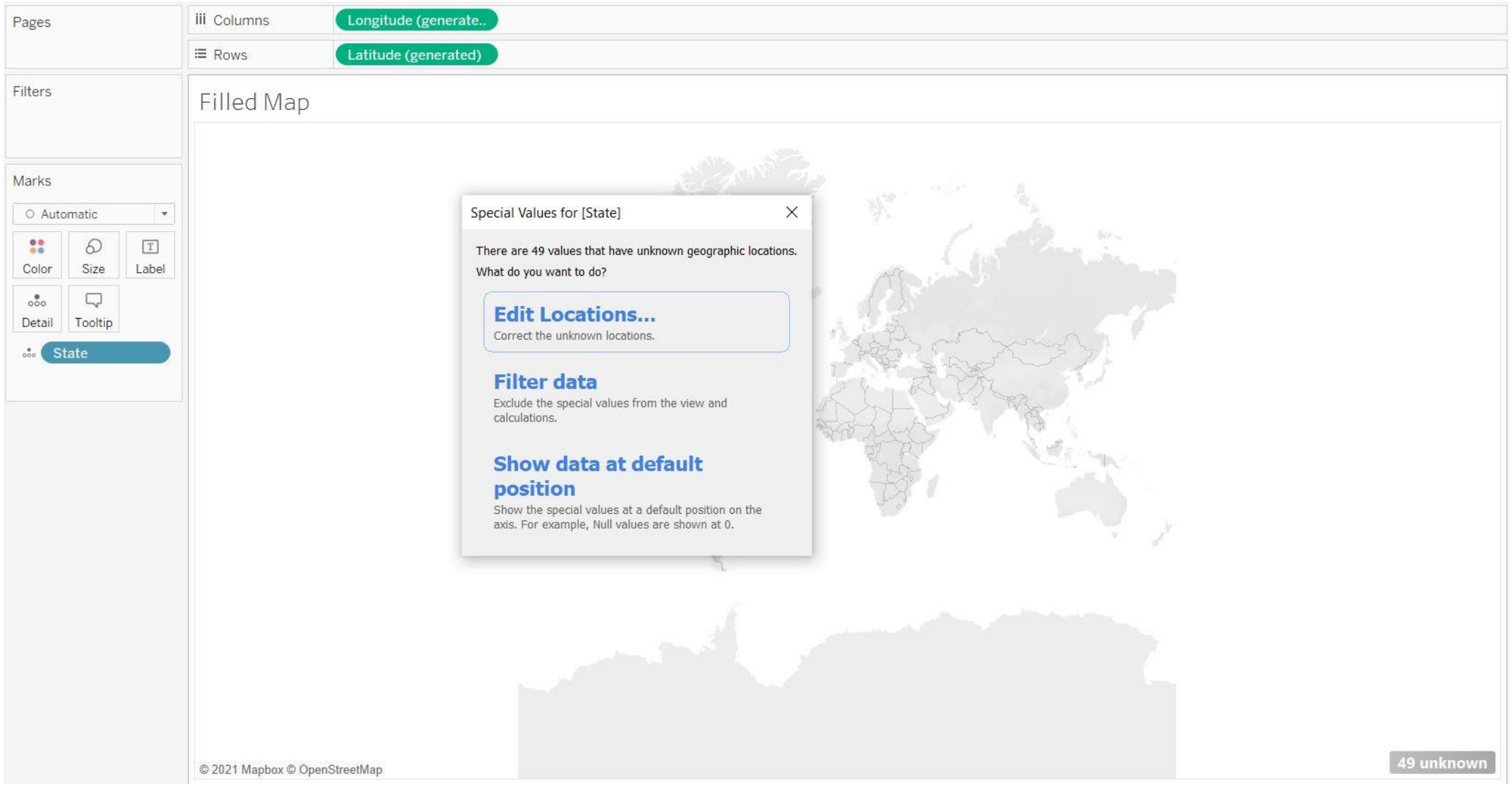
STEPS FOR CREATING A SYMBOL MAP USING GEOGRAPHIC DATA

STEP 1: Drag and drop any Geographic field e.g.: **State** into the View area

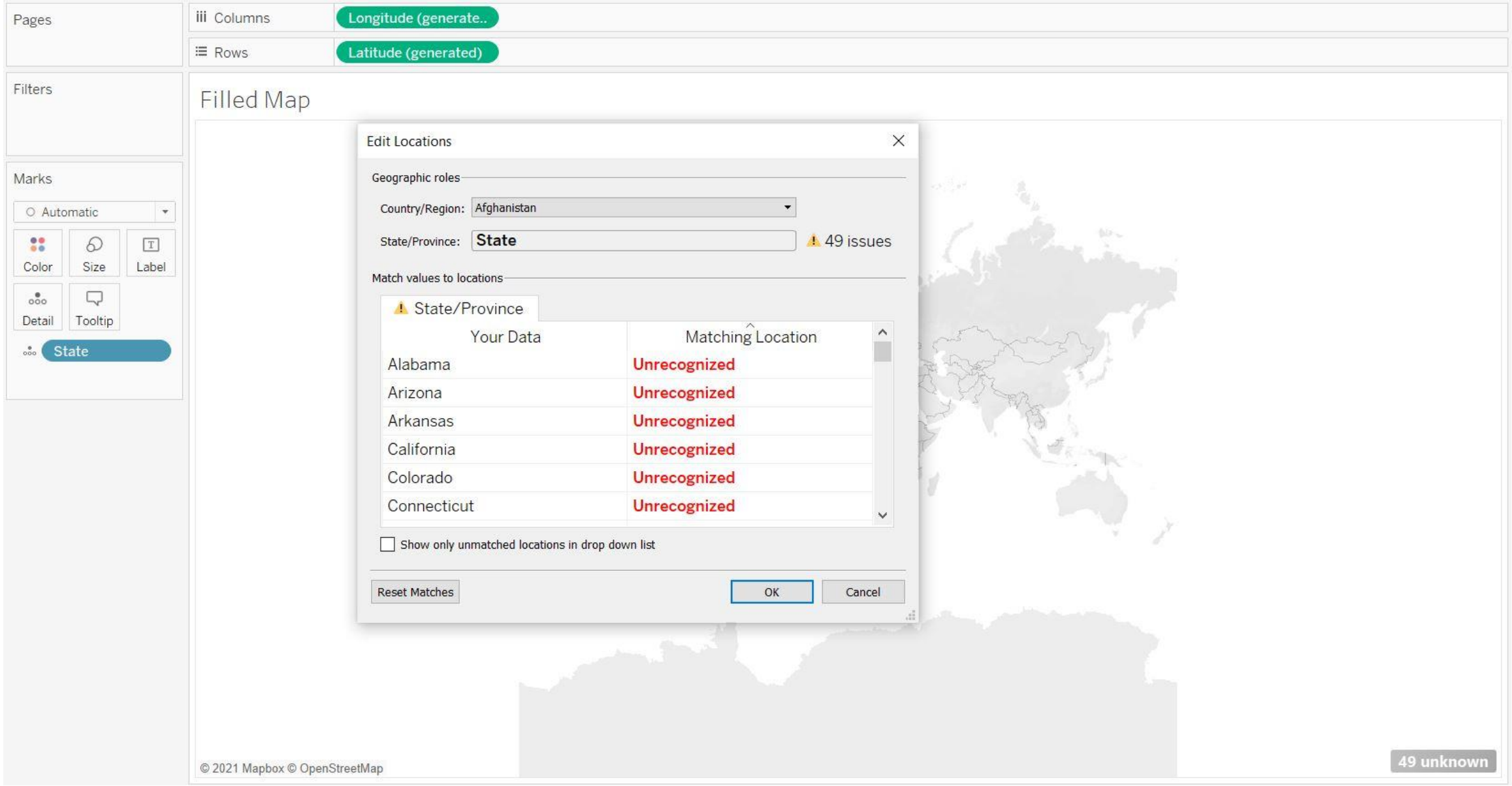
In case you are in an area that is different from the country/area of the data source you will see a message like "**49 unknown**" at the bottom right-side corner of view area. Click on the unknown message



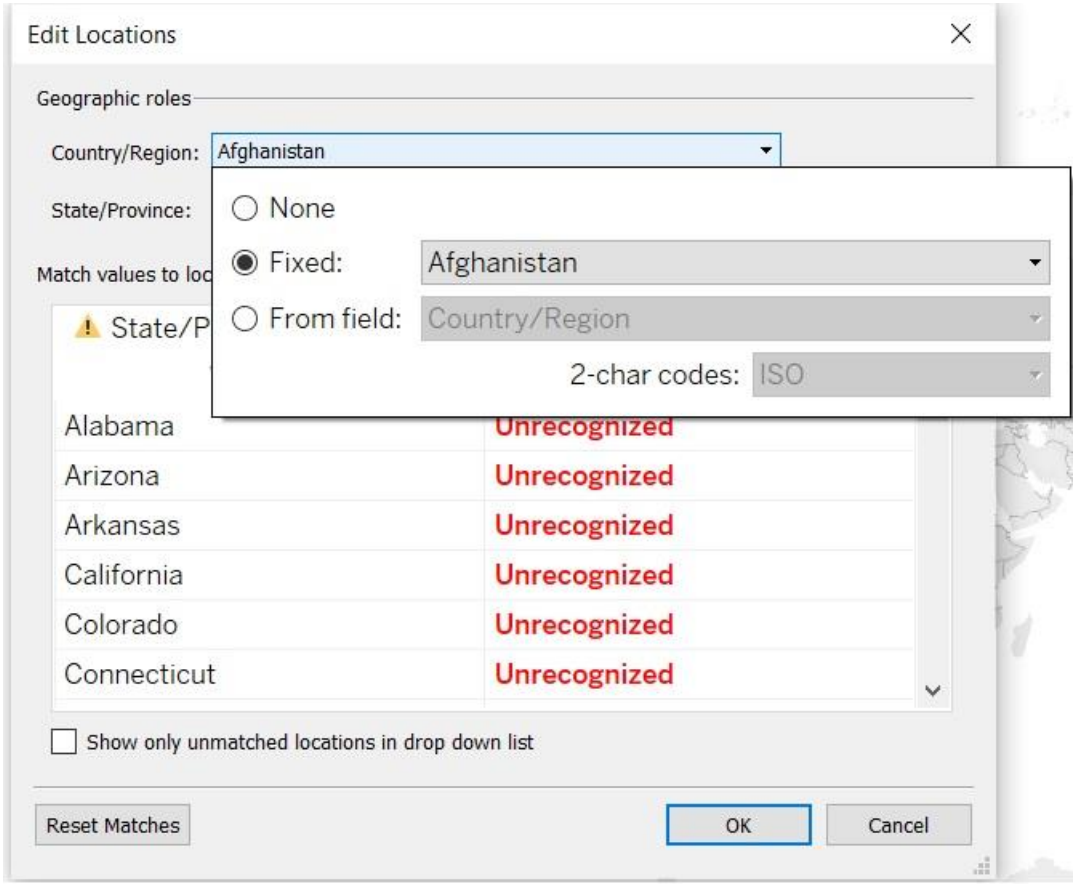
STEP 2: A new window called like "**Special Values for [State]**" will open
Click on "**Edit Locations...**"



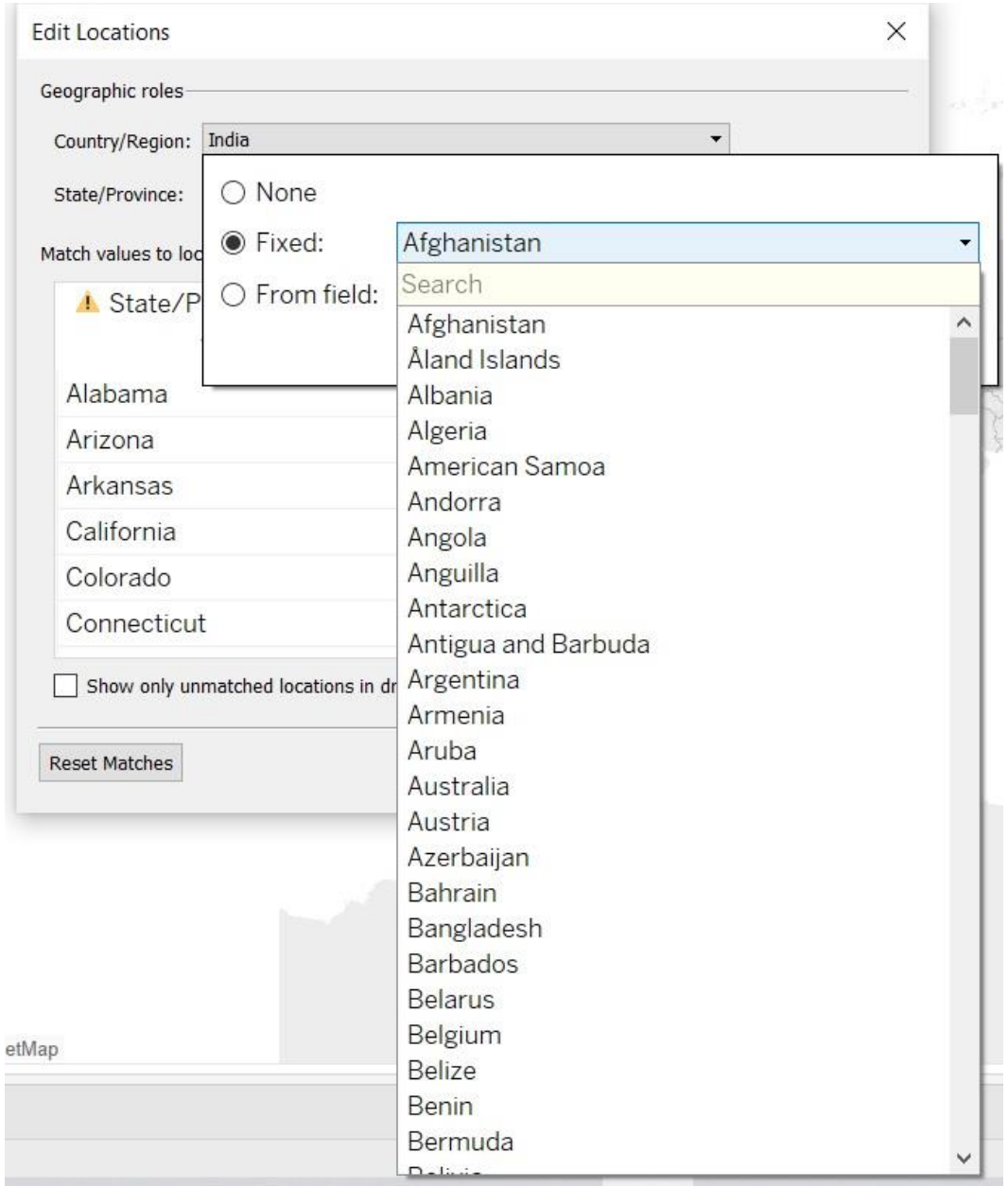
STEP 3: A new window called like "**Edit Locations**" will open



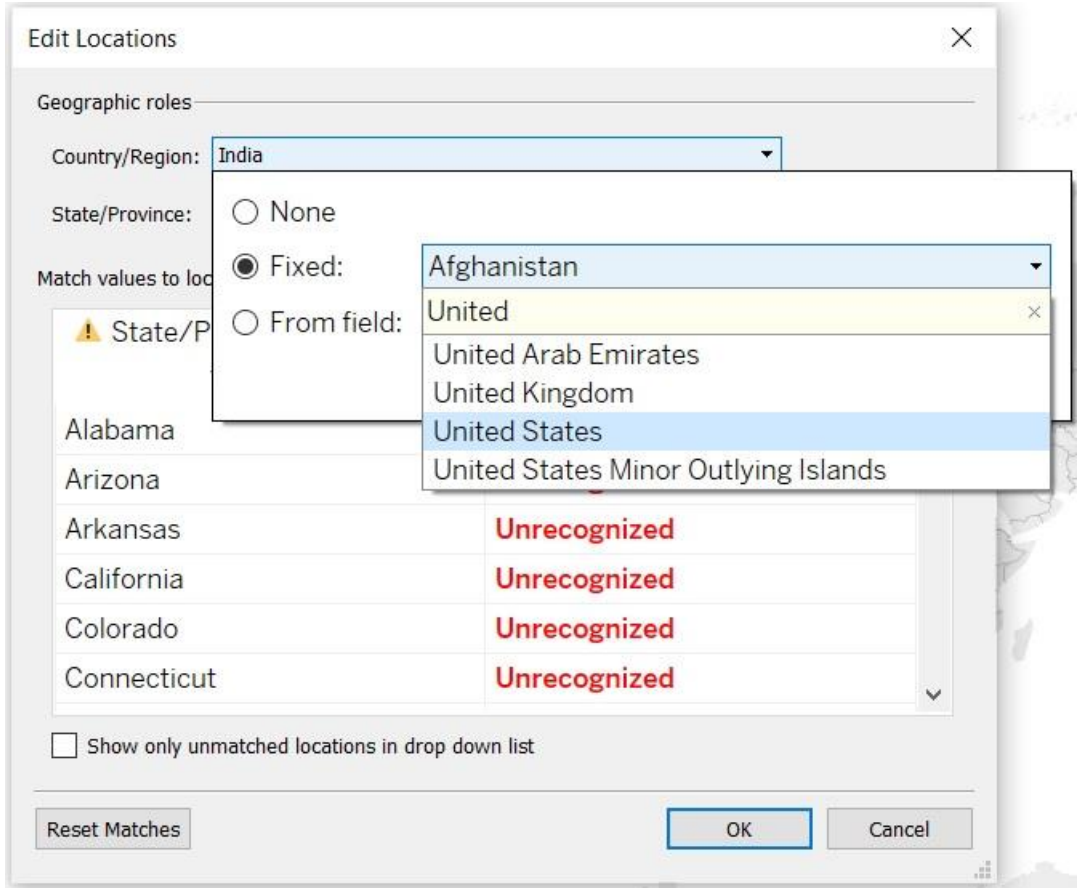
STEP 4: Click on the "**Country/Region**" field (near drop-down)

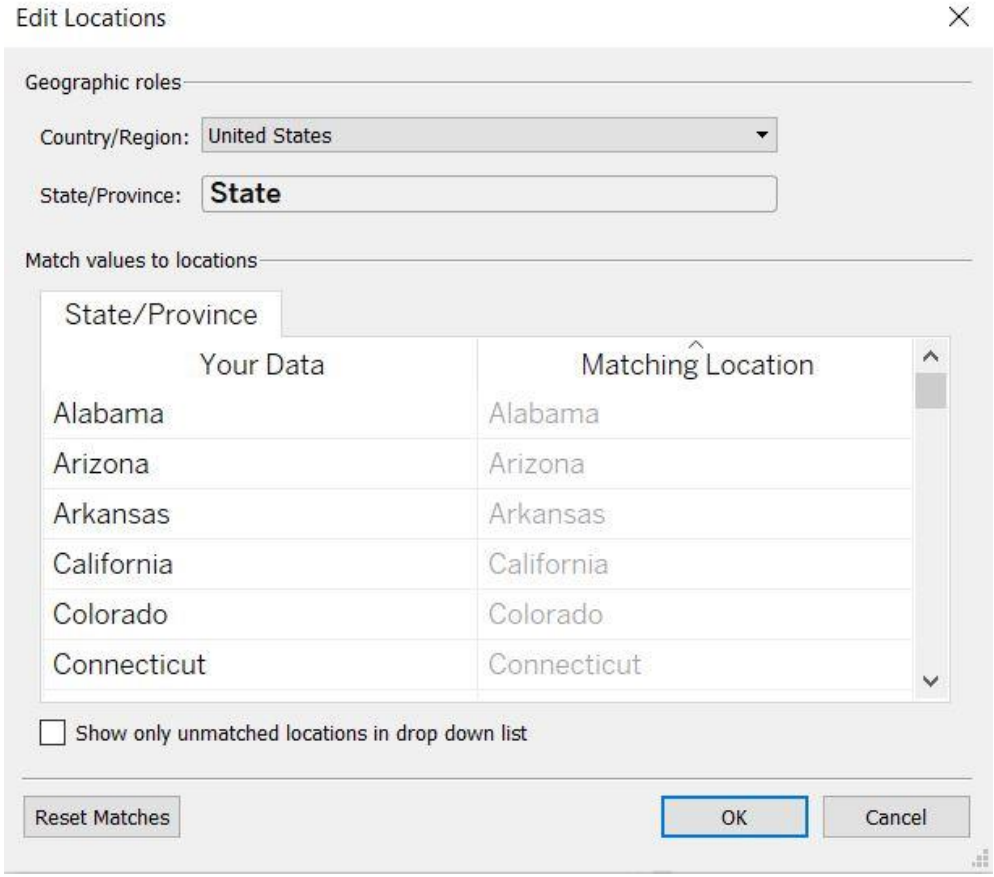


STEP 5: Click on the "**Fixed**" field (near drop-down)



STEP 6: Enter the correct country name e.g.: **United States**
Click on **OK**

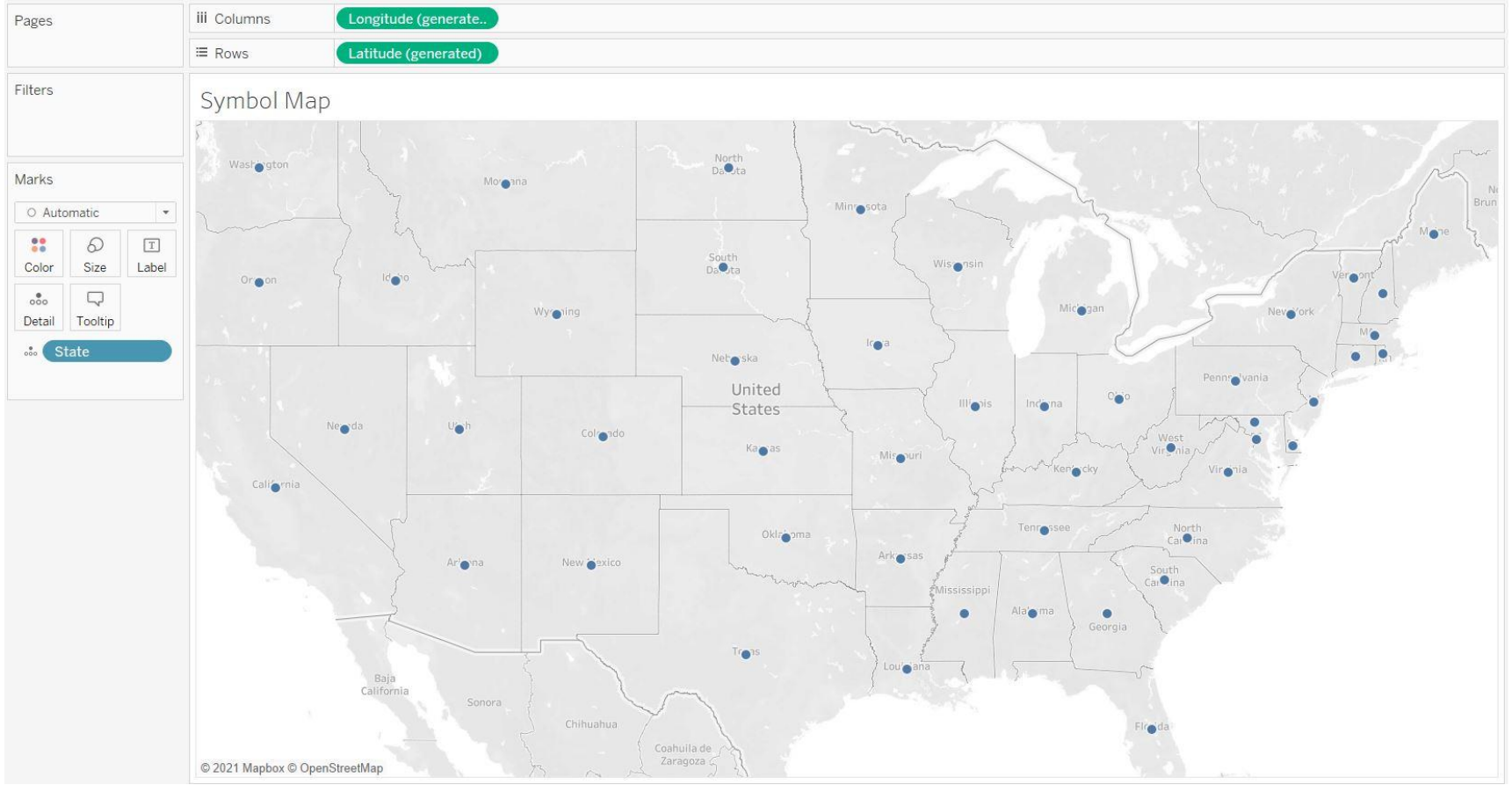




STEP 7: Now we must see the actual map of country in this case United States with the a circle representing a central point of each State.

Whenever we bring a geographic field into the view area, Tableau compares the field with respect to its internal geo-coded database.

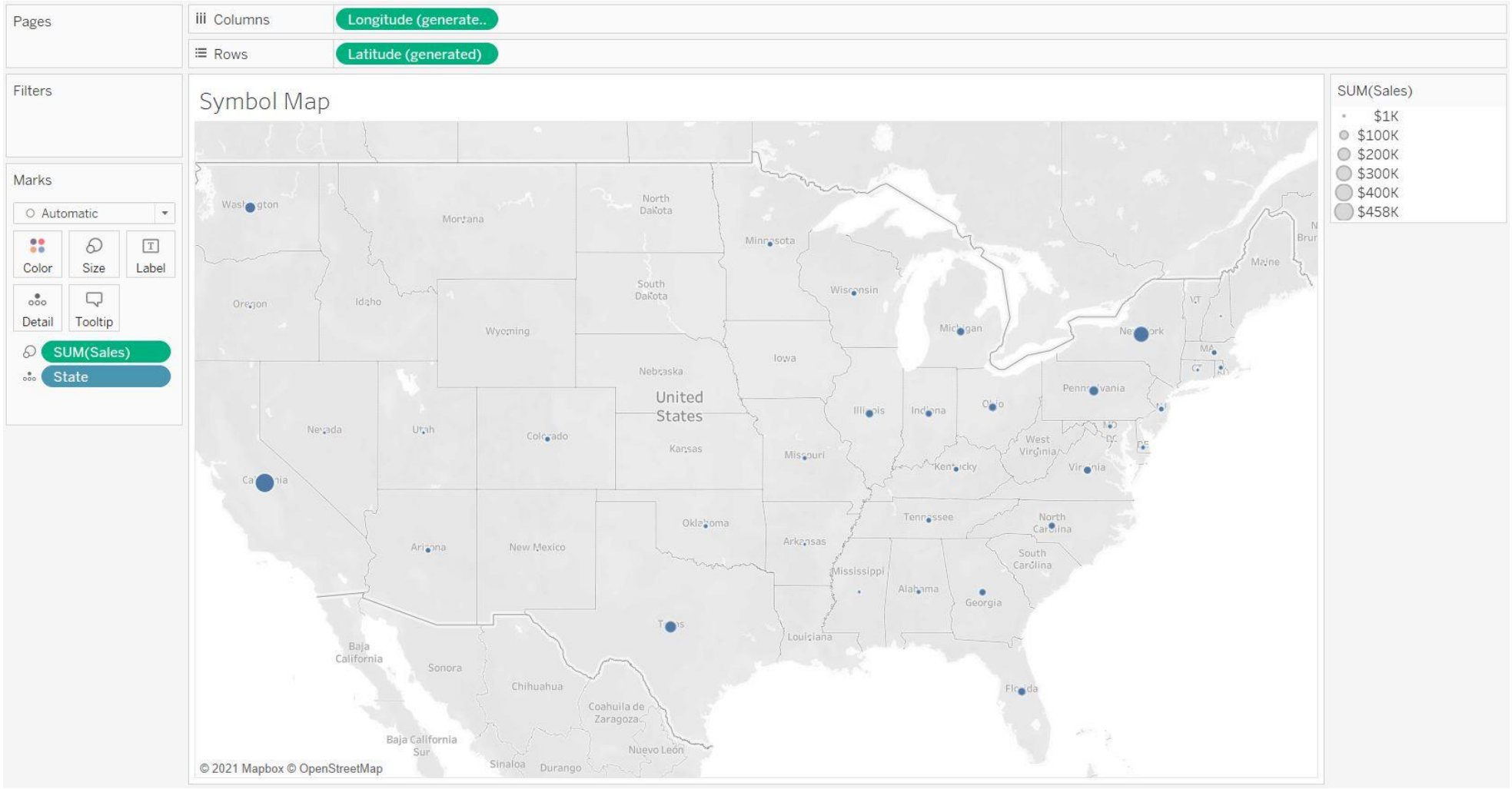
Based on the comparison a **Latitude** and **Longitude** are assigned on the map and the geographic field is assigned to the **Detail section** of the **Marks** card



STEP 8: Drag and drop any measure e.g.: **Sales** to the **Size** section of the **Marks** card.

A Size legend will be present in the Top Right side of View Area.

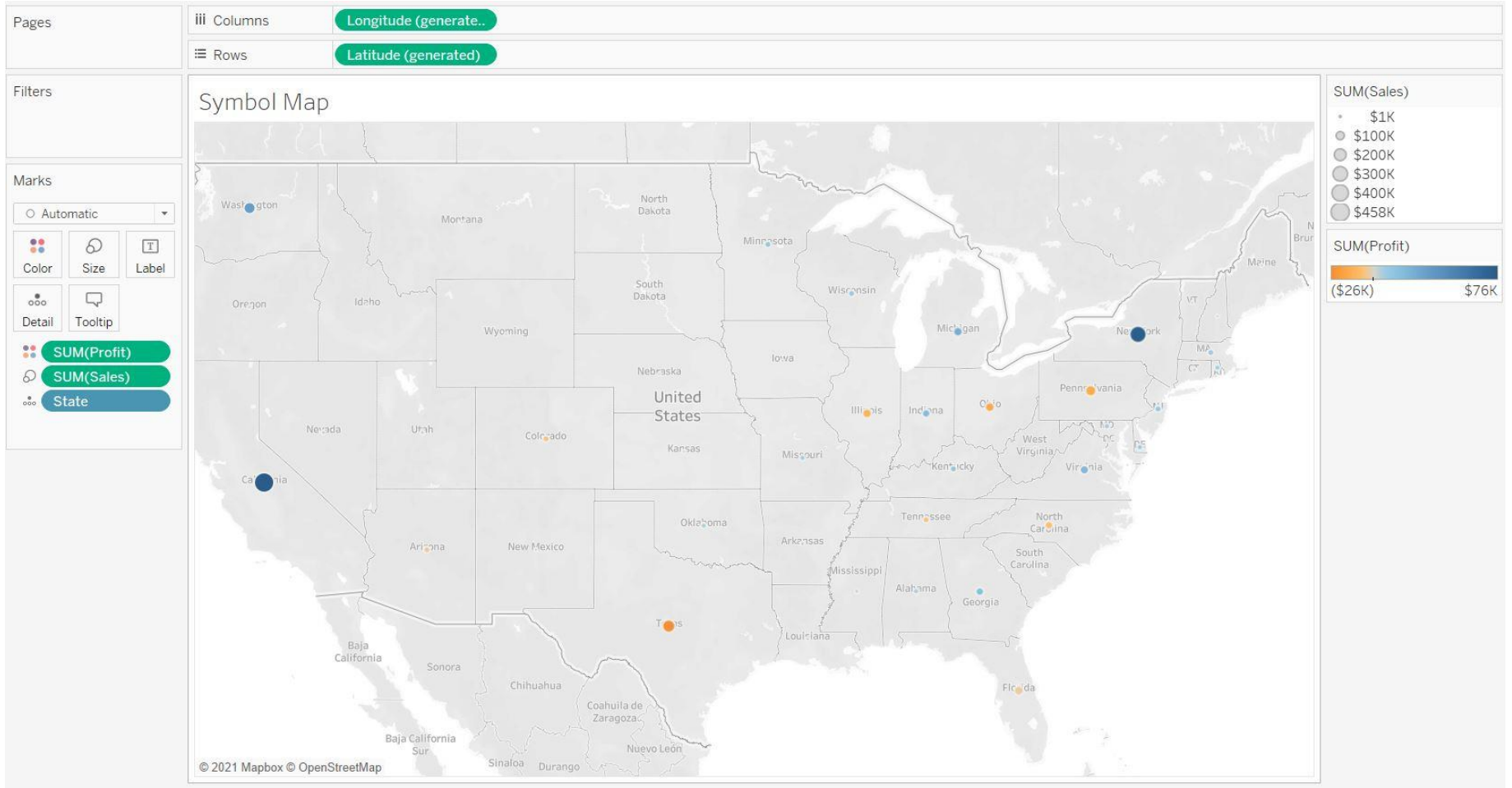
The bigger size represents the States with Higher Sales while the smaller size represents States with Lower Sales.



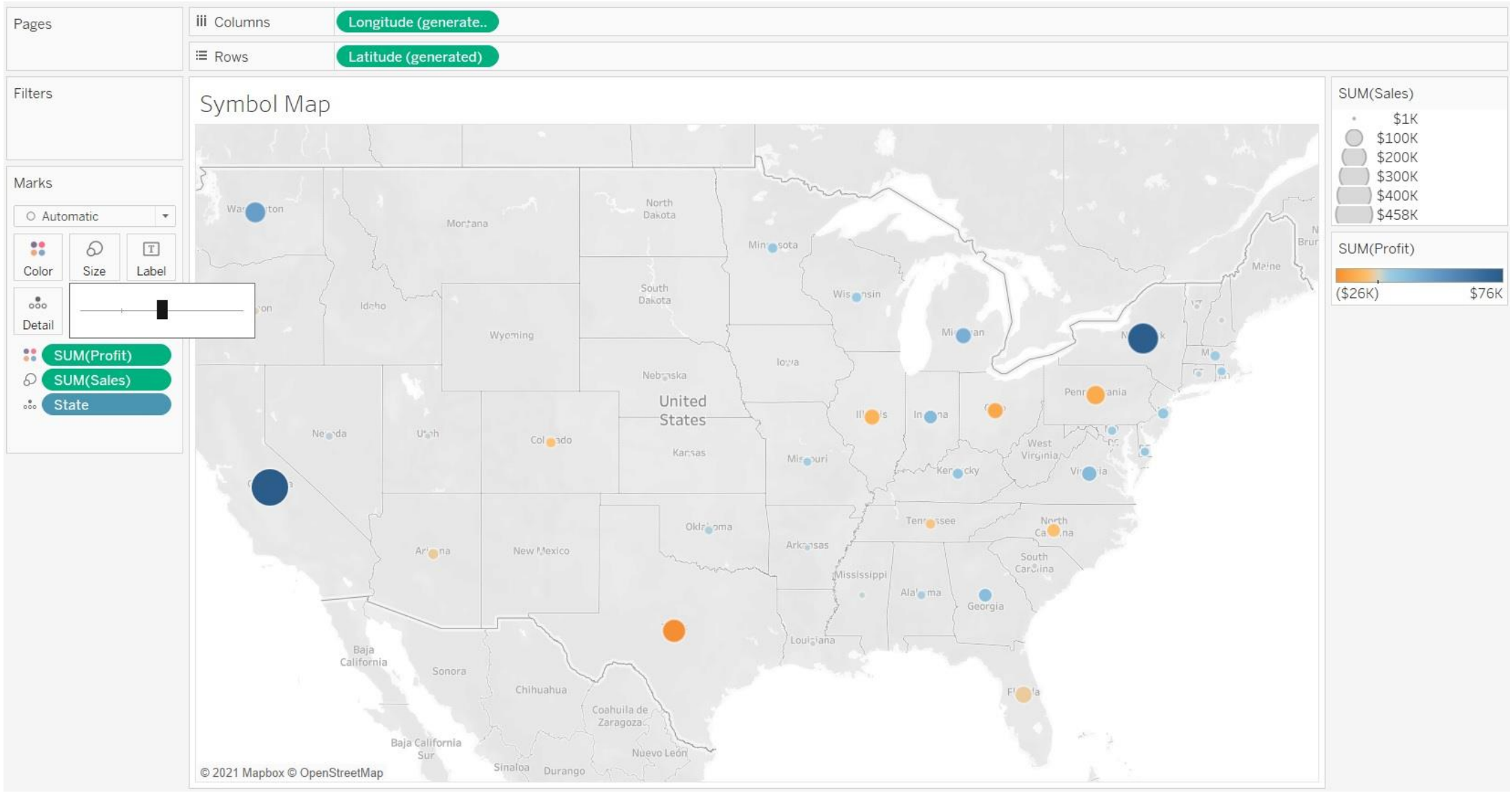
STEP 9: Drag and drop the second measure e.g.: **Profit** to the **Color** section of the **Marks** card

Observe that a Diverging color scale is applied for the **Profit**

The dark blue represents the States with Higher profits while dark orange color represents States with Lower Profits.

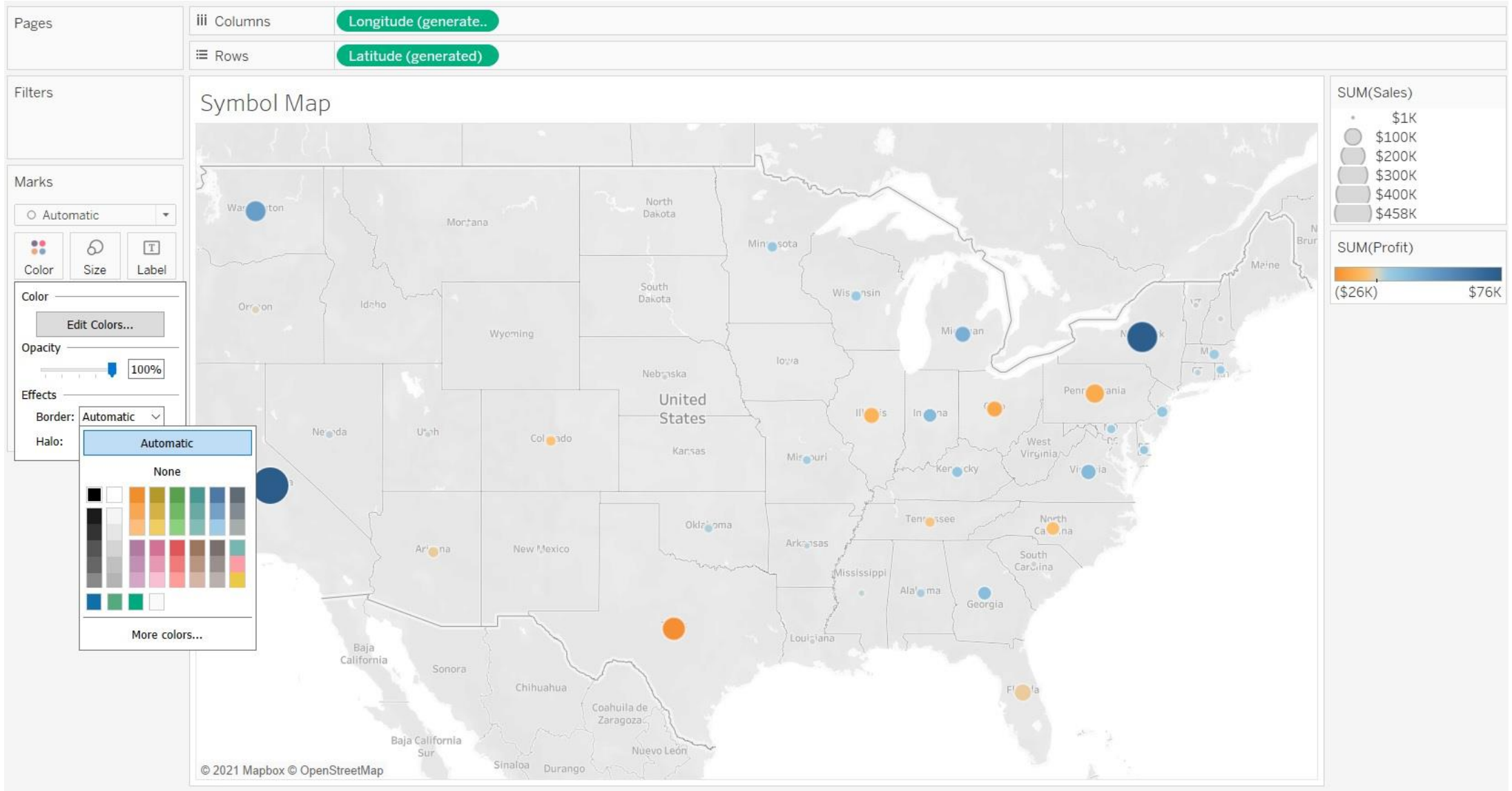


STEP 10: Increase the size of the symbols by using the **Size** in **Marks** card

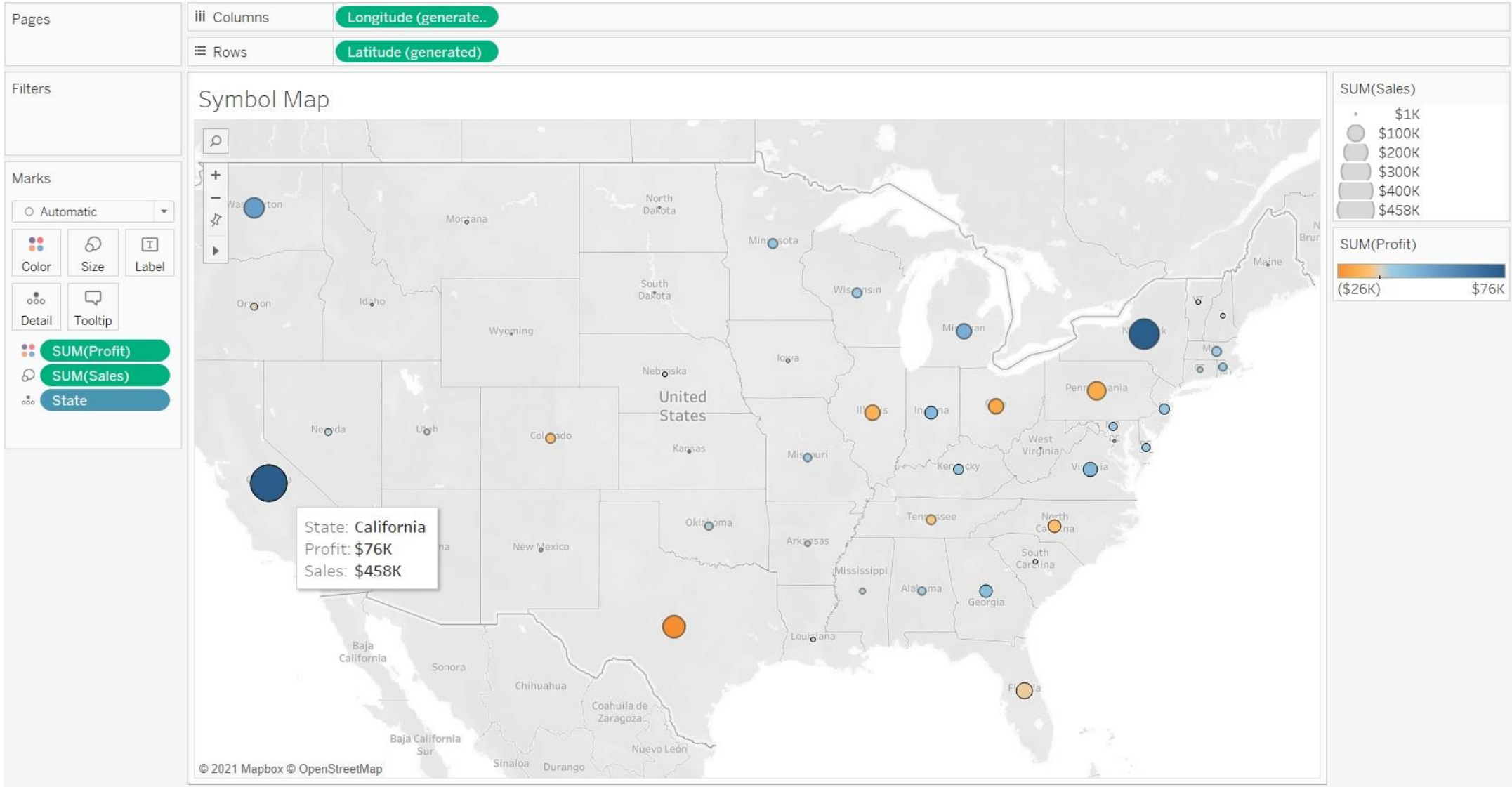


STEP 11: Apply a border for the symbols by using **Color** Marks card

Color --> Border

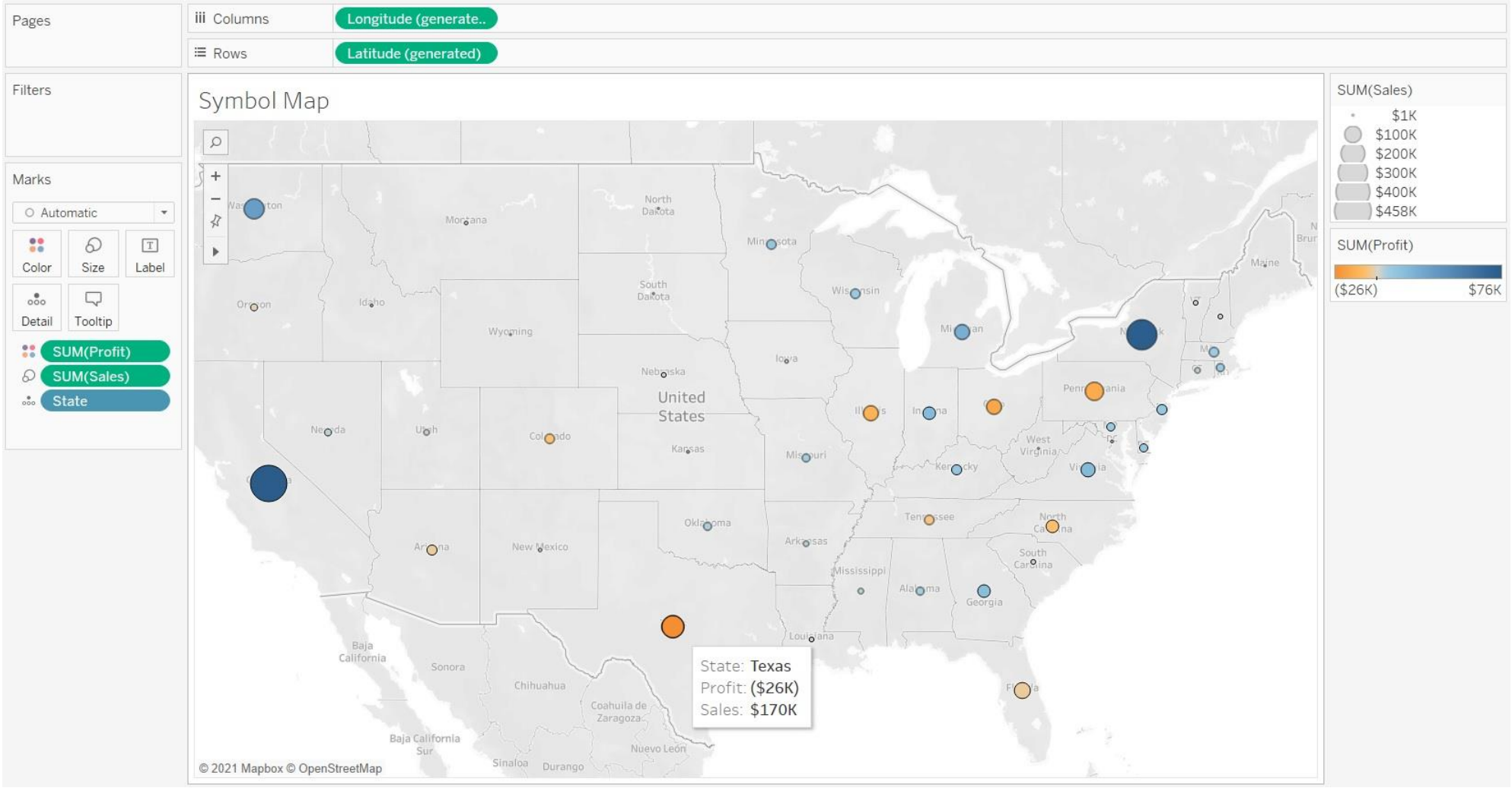


STEP 12: The State with largest circle and the darkest blue color has both highest Sales and highest Profit in this case it is **California** with **Sales** of **$458K** and **Profit** of **$76K**

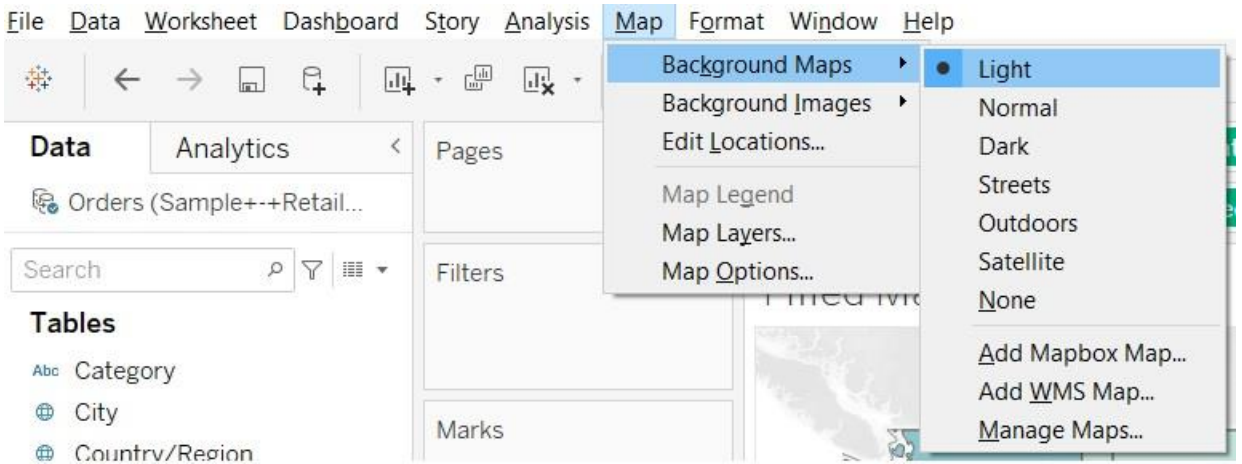


STEP 13: The State with smallest circle and the darkest orange color has both lowest Sales and lowest Profit in this case it is **Texas** with **Sales** of **$170K** and **Profit** of **($26K)**

NOTE: The brackets refer to a negative value for Profit.



STEP 14: If required we can change the Background of the Map by selecting the required option using the **Map --> Background Maps**



STEP 15: If required we can change the Map Layers by first selecting the required option using the **Map --> Map Layers**

In the "**Map Layers**" pane we can select or de-select the required options e.g.: Terrain, Coastline etc.