The Ultimate Guide to Google Data Studio

3.7 LESSON NOTES

GEOGRAPHIC/MAPS

- 2 types of Geo visualisation: Geo Map & Google Maps (2 versions)

- Need to make sure that your geographical dimensions are correctly specified as a geo type in the schema of your data source

Geo Maps

- The highest level geographical dimensions (country, state, region etc) will be displayed as filled in areas. Lower-level dimensions (city, postcode etc) will display as points/bubbles

- When displayed as filled in areas, the colour of the area is based on its metric value. The colour scale can be set in the style options.

- When displayed as points/bubbles, both the colour and the size indicate the metric value

- Can set a Zoom area when data includes different countries and continents. The area applied is not a data filter, just a visual one

Google Maps

- More elements available compared to standard Geo Map

    - Can be colour AND size encoded

    - Can add tooltips to help display a value that makes more sense to the geo points. Dimension used must only contain 1 value for each corresponding geo point

    - Can add dimension to colour encoding to colour code things like regions (but only when there's no dimension in tooltips)

- Can show map as standard map or satellite view

- Can edit JSON to modify map's appearance

- Can choose amount of detail relating to roads, landmarks and labels

- Can activate/deactivate Map Controls, including Street View