

10 Useful Ways to Visualize Your Data

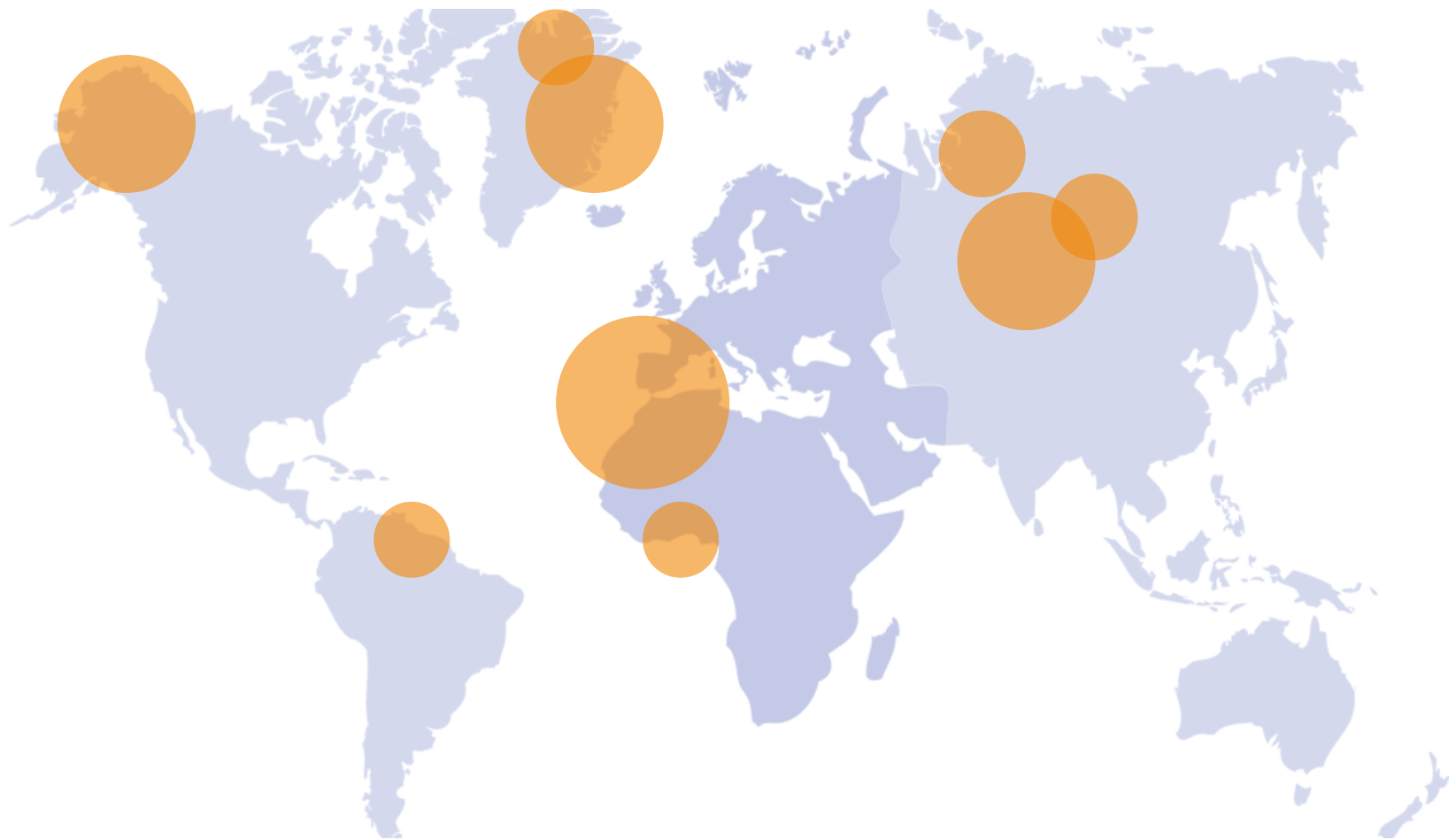


Part 5 Cheat Sheet

9. Scatter Map / Area Map

Map

What is it ?



A scatter map allows viewers to visualize geographical data across a region by displaying this as data points on a map.



What Does It Visualize?

Scatter maps / area maps work a little like scatter graphs, in that the size and color of the circle illustrates quantities and types of data. However, it goes a step further by also showing where this activity is concentrated, geographically speaking.

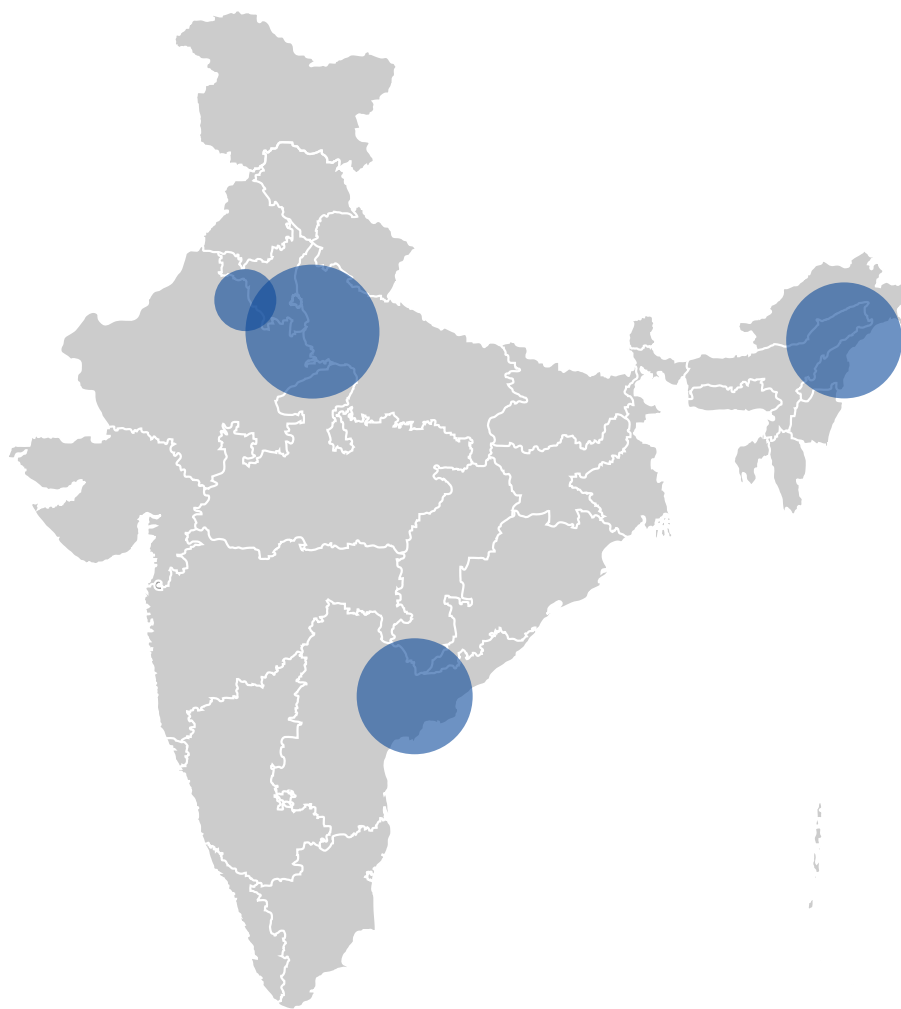
What Does It Measure?

You can incorporate up to two sets of numeric data, using circle color and size to represent the value of your data on the map.



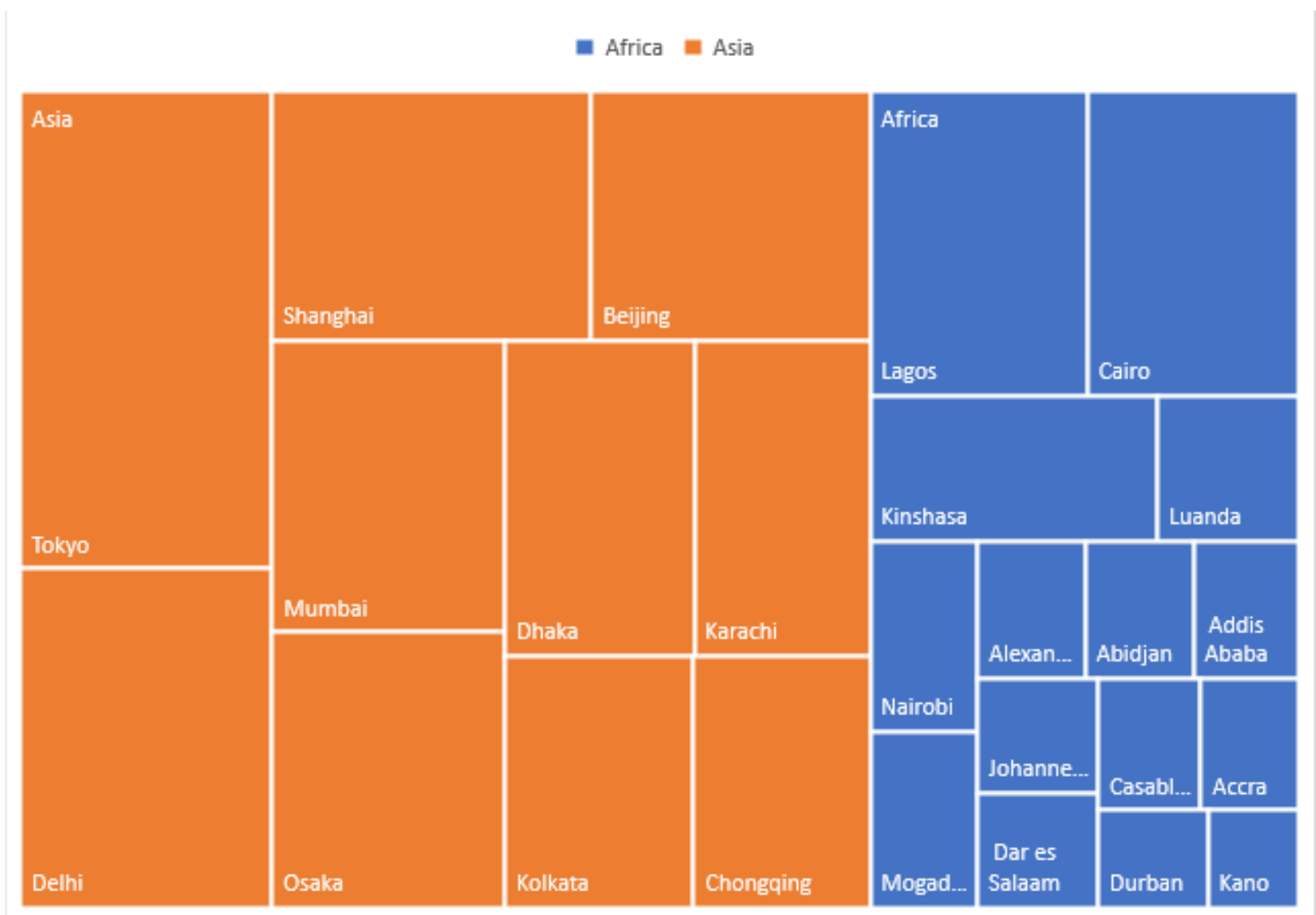
What Sources of Data Does It Use?

The more precise information you can enter about geographic location, the better. For example, entering the country and city, or latitude and longitude information, alongside the data you want to map will help you create a very accurate scatter or area map.



10. Treemap

What is It?



A treemap is a multi-dimensional widget that displays hierarchical data in the format of clustered rectangles, which are all nested inside each other.



What Does It Visualize?

Data that comes under the same broad heading is grouped by color, and within each section, the size of the rectangles relate to the data volume or share.

What Does It Measure?

These types of chart can be used in all kinds of different scenarios where you want to incorporate more granular insights than other visualizations will allow. For example, you might want to use it instead of a column chart, to give a sense of trends in the popularity of a certain product, but also include and compare many categories and sub-categories.



What Sources of Data Does It Use?

You can bring in data from CRMs, Google Analytics and AdWords, social media, spreadsheets, etc. Bear in mind, though, that like a pie chart, you're looking at the percentage make-up of each category more than changes over time.



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