Maps!

What's a Map?

Do we really need to start here??

Fine, fine…

But really, what do maps have to do with data?

About data

Data is a stored representation of the real world. If anything, maps are some of the realest data that we can experience.

But why put it on a map?

What do we need?

In order to create maps, we need the following:

1. Some geographic marker(s)
2. Data related to those markers

Geographic markers

Depending on what your data looks like, geographic markers might be **place names** or **coordinates**

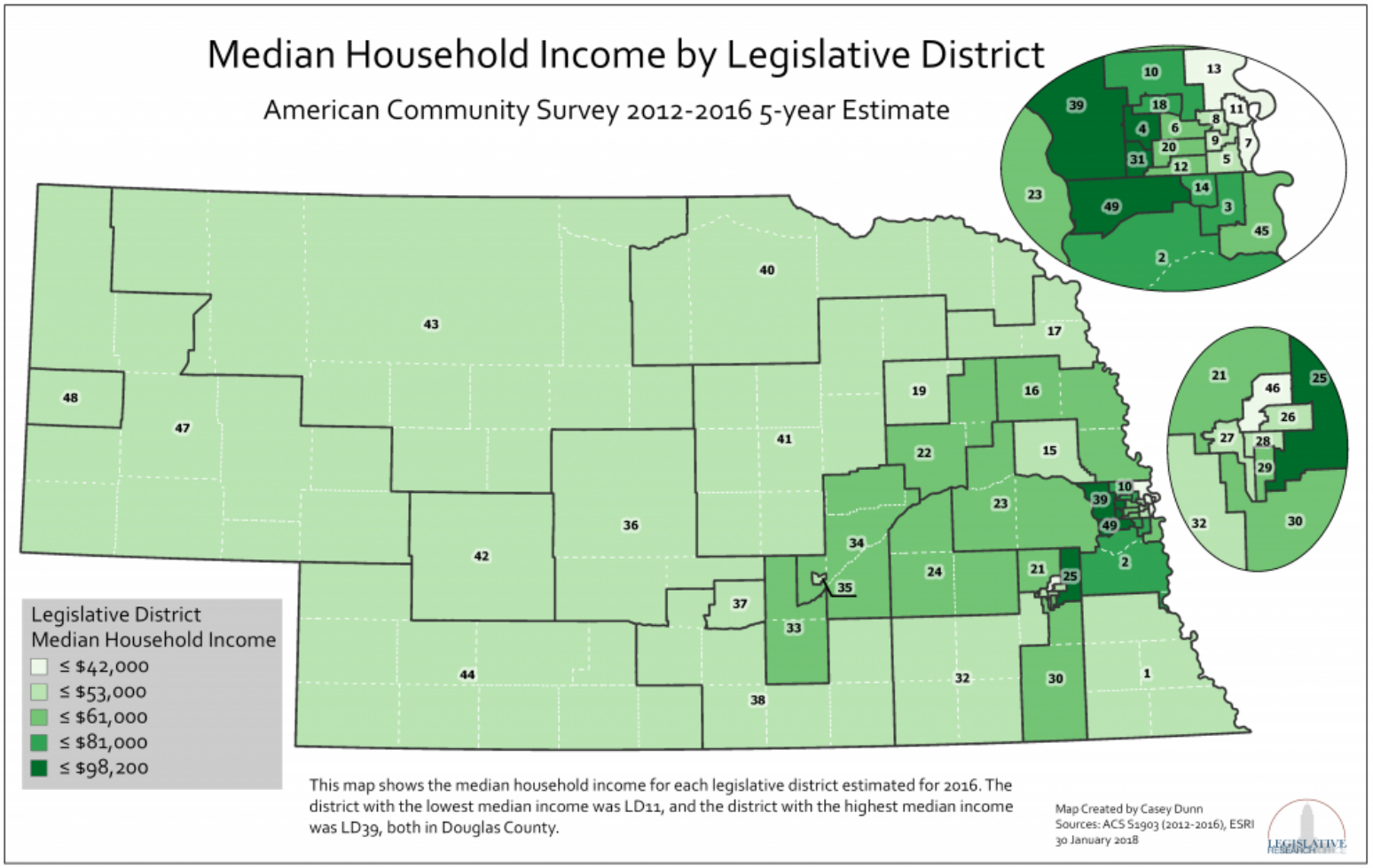
- FIPS codes (State, County for the US)
- NUTS codes (Europe)

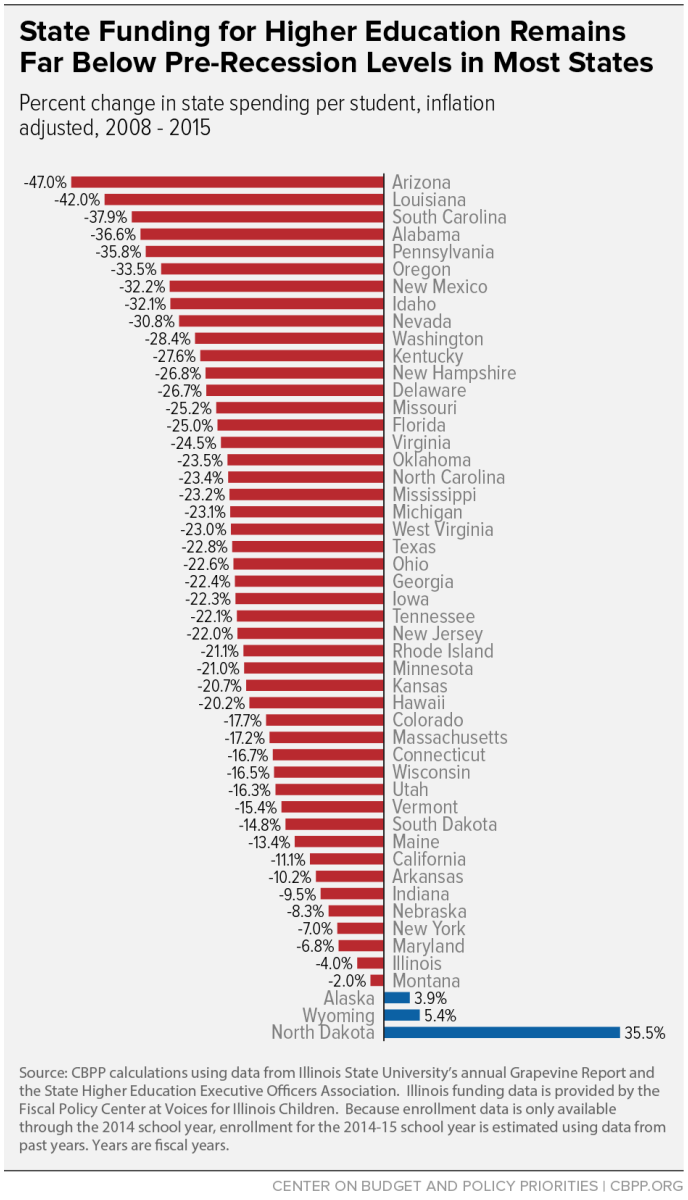
Data for our maps

What kind of data have you seen represented on a map?

1. Elevation (topographic maps)
2. Routes
3. Shapes of regions
4. Data about locations (age, unemployment, income, internet access, favorite sports team, etc.)

Data for our maps





Should we always use maps?

Not necessarily! We use maps when **geography aids understanding**

Remember that unnecessary information in a visual just makes it harder to find the critical point!

Let's explore!