



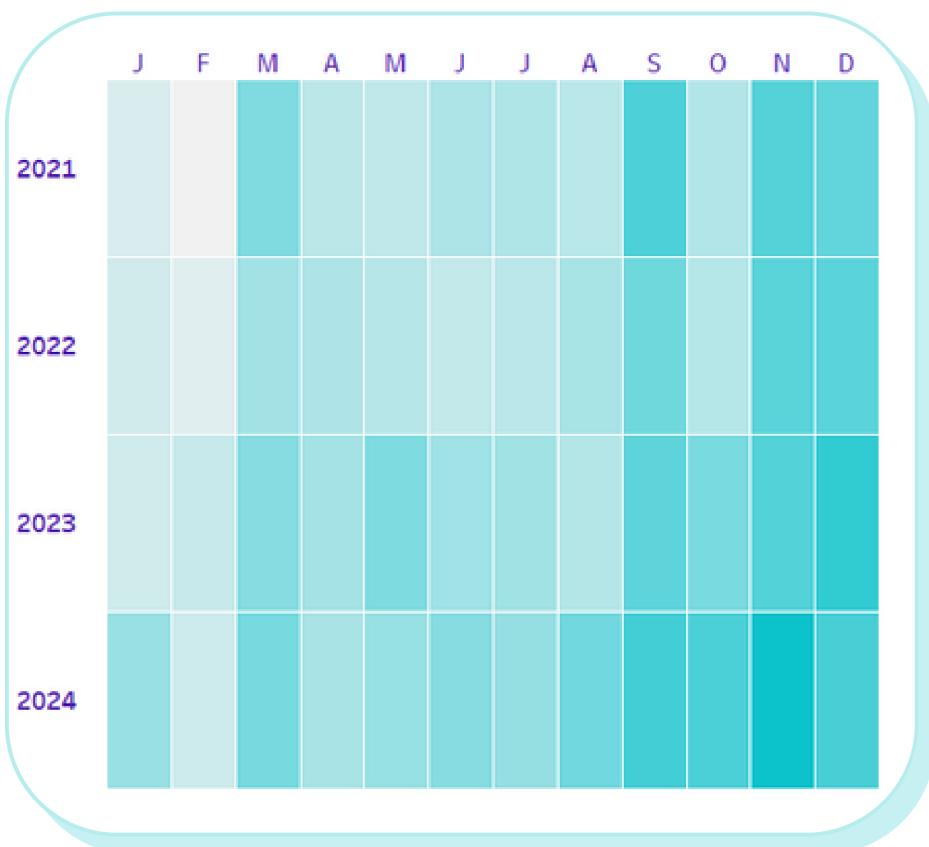
## Tips

Build a better  
**HEAT MAP**

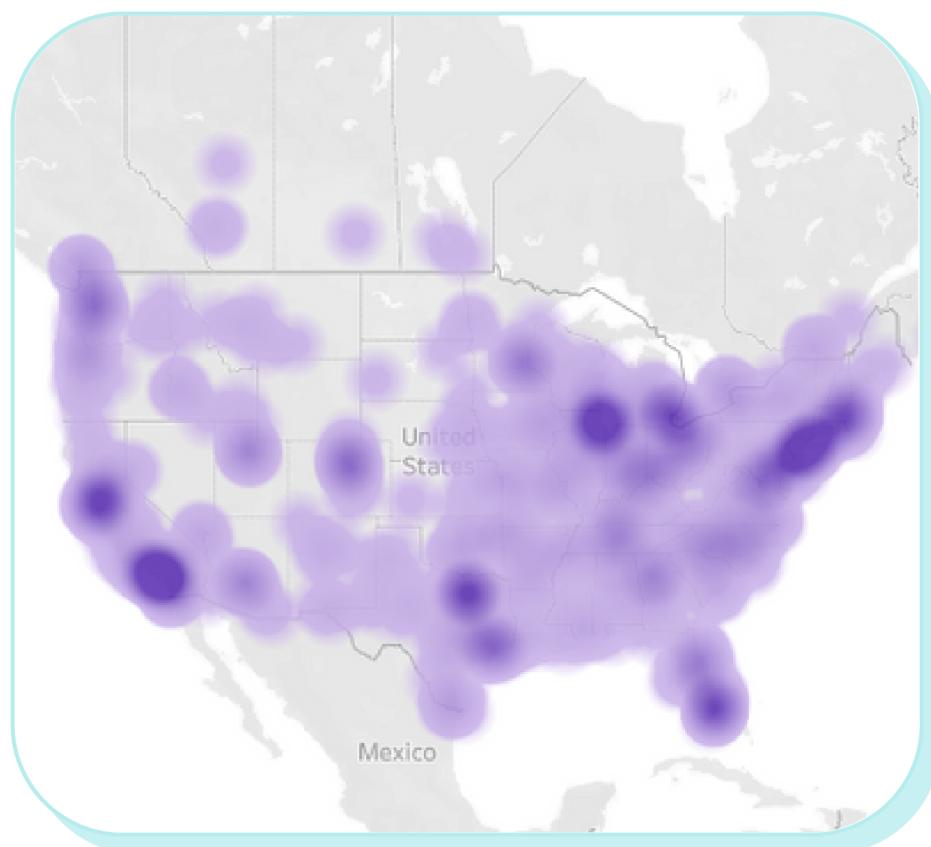
**READ NOW!**

# Types

Heat maps display data values or distributions using colour. They can come in two formats:



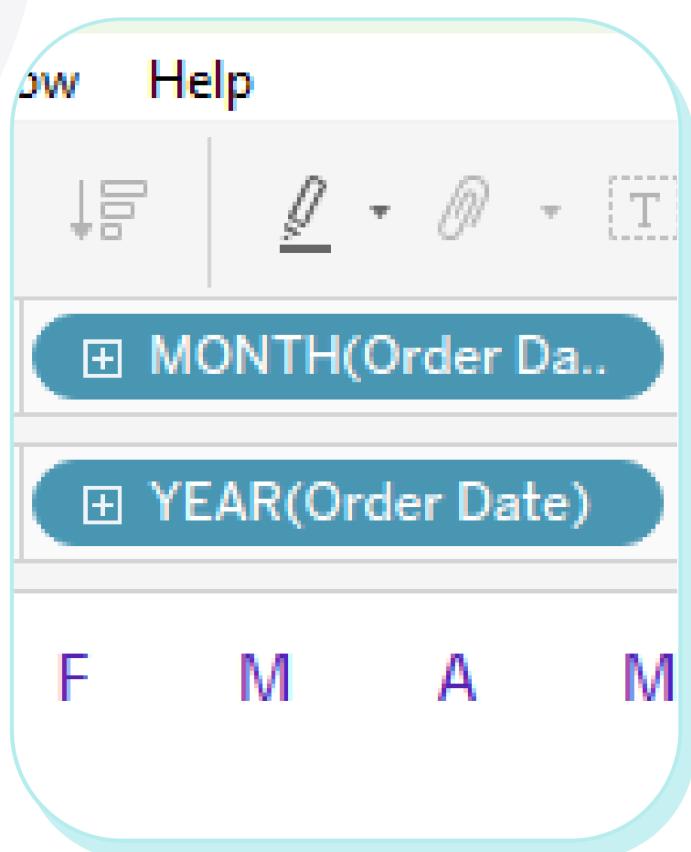
**Matrix**



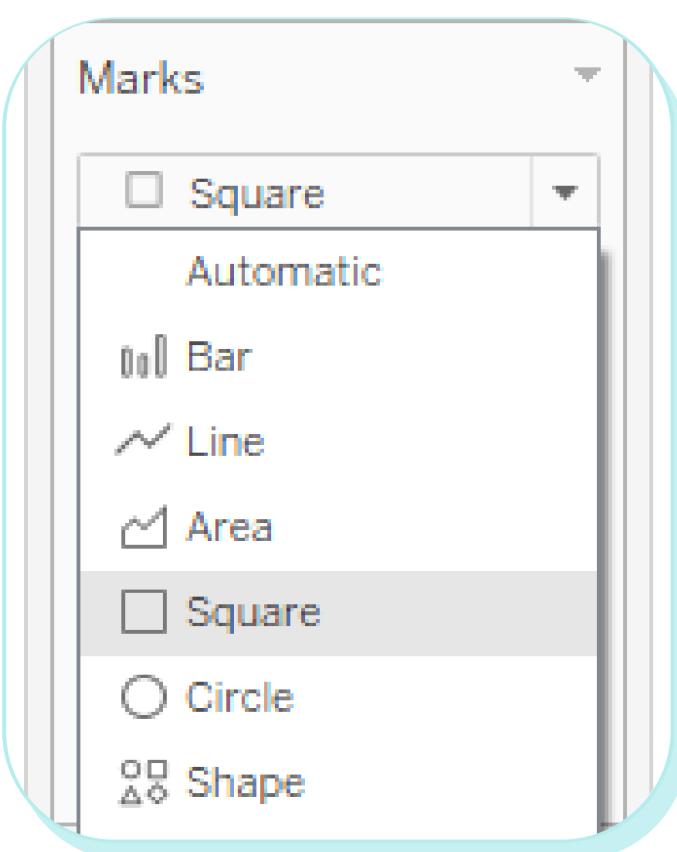
**Density**

# Build a Matrix

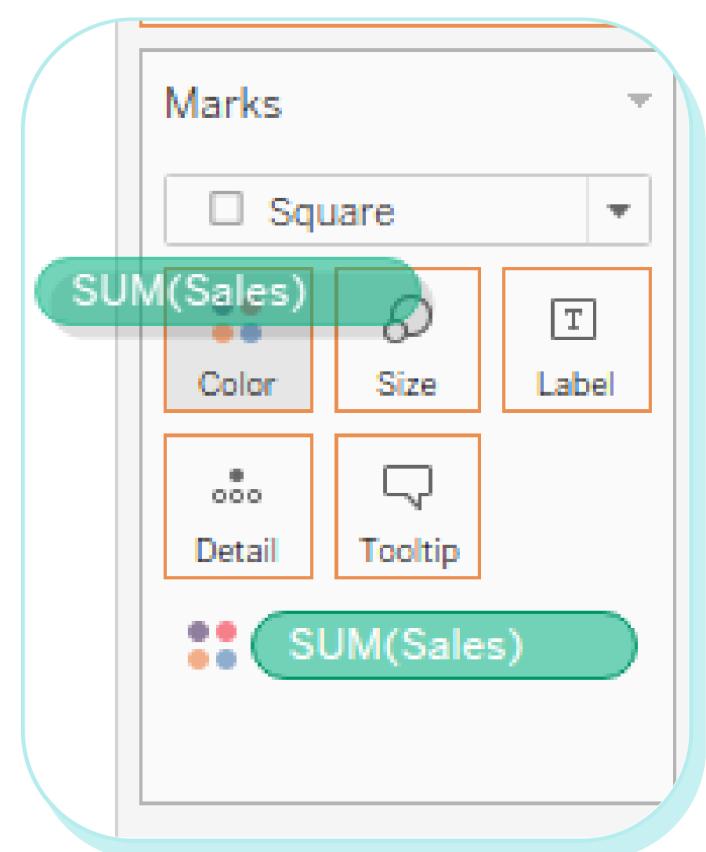
**Matrix heat maps:** Discrete field on rows/columns, SQUARE mark type, drag measure onto Colour.



Step 1



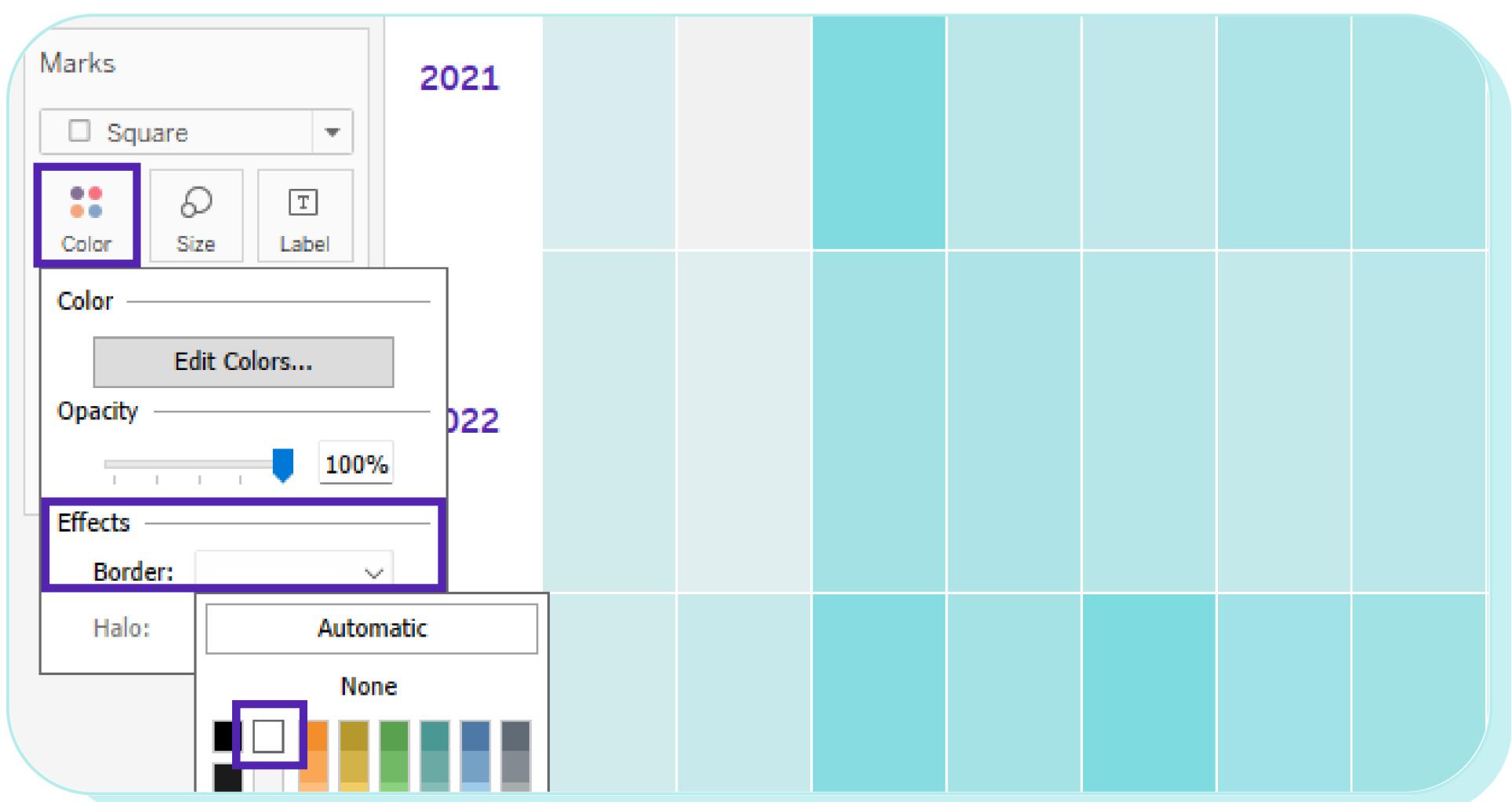
Step 2



Step 3

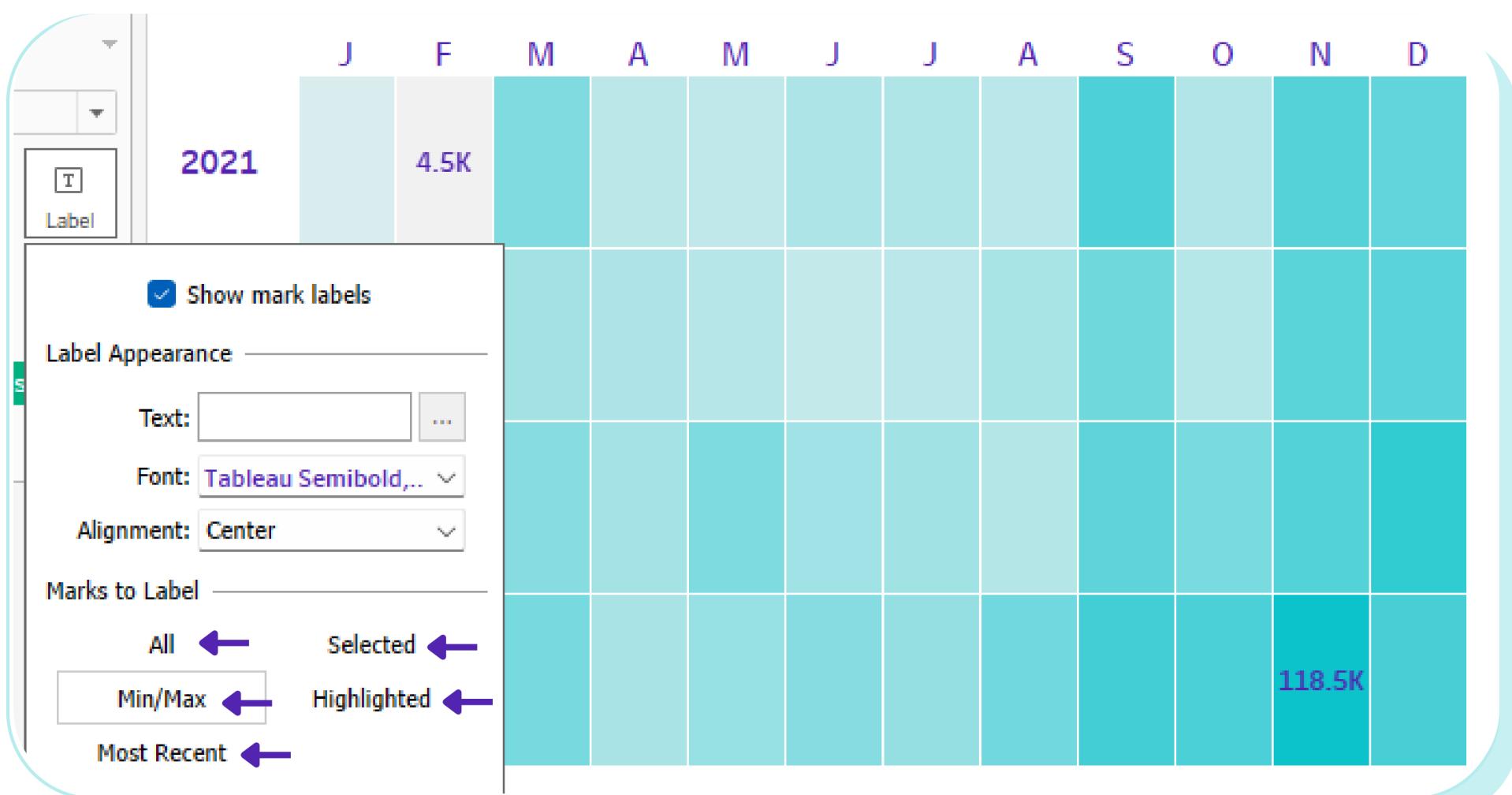
# Border

Add a white border between Matrix tiles to separate values clearly, enhancing readability.



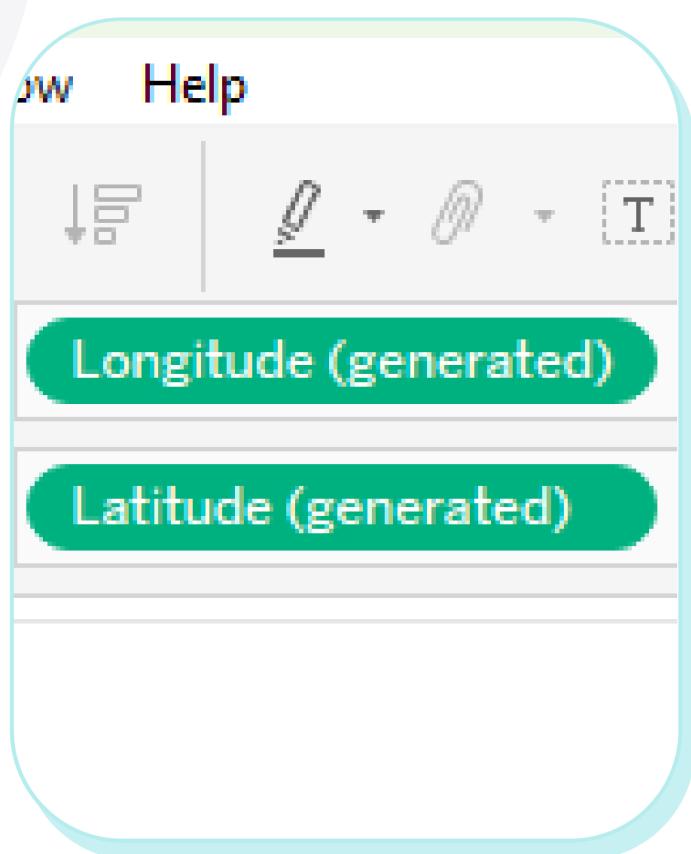
# Labels

You can customise which tiles to label using the ‘Marks to Label’ options.

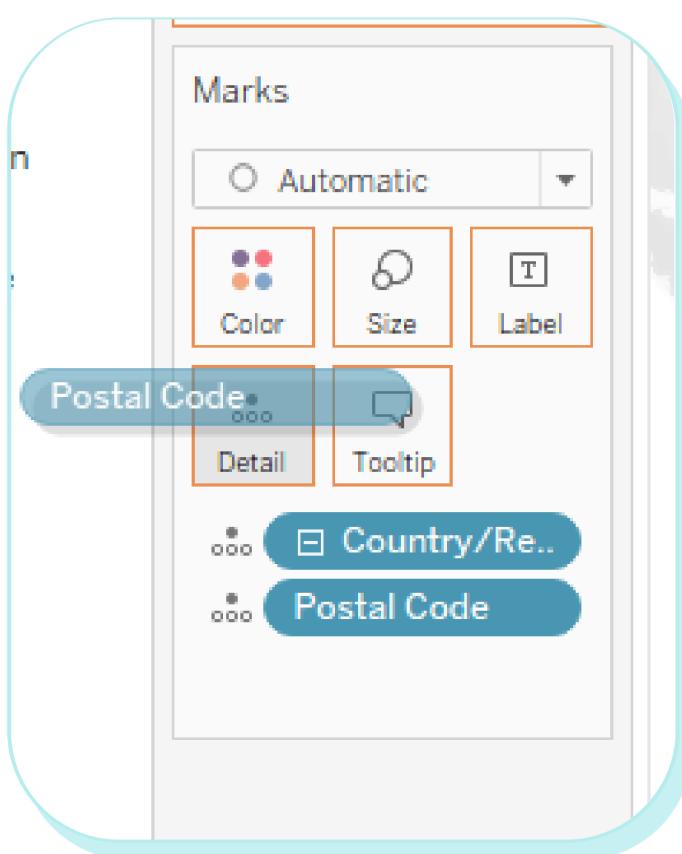


# Build a Density

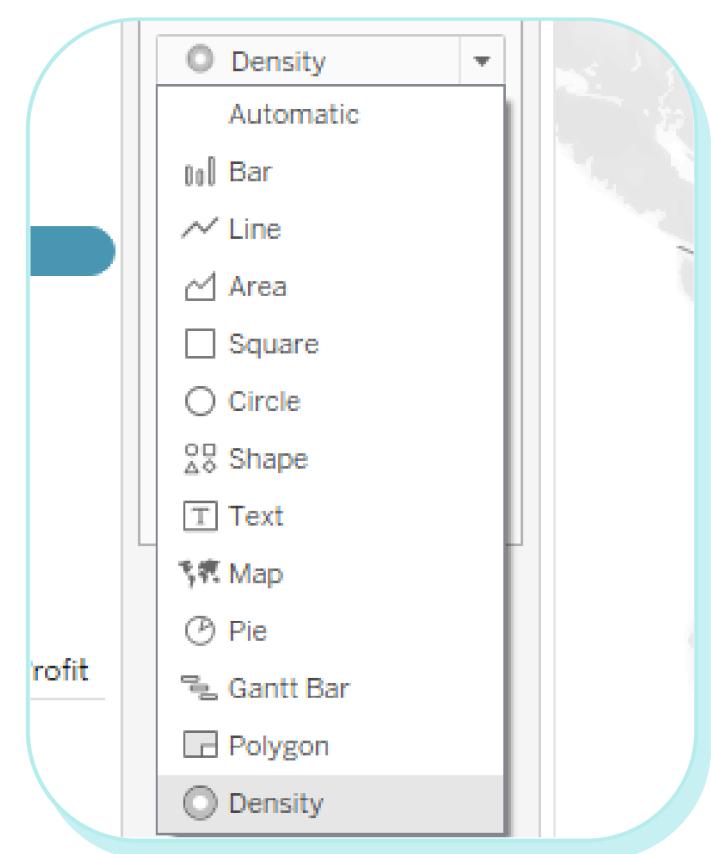
**Density heat maps:** Longitude/Latitude on rows/columns, add Details, DENSITY mark type.



Step 1



Step 2

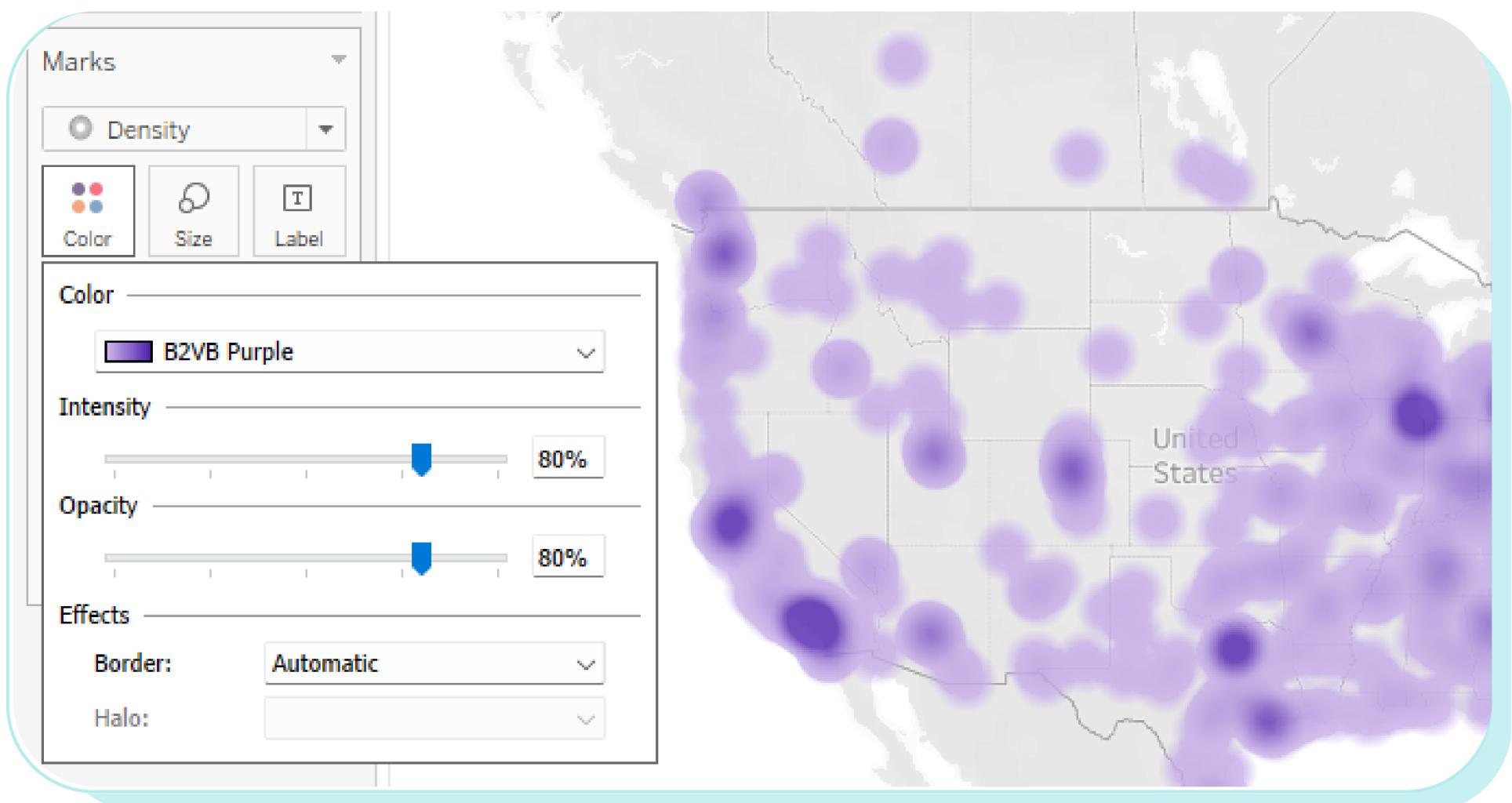


Step 3

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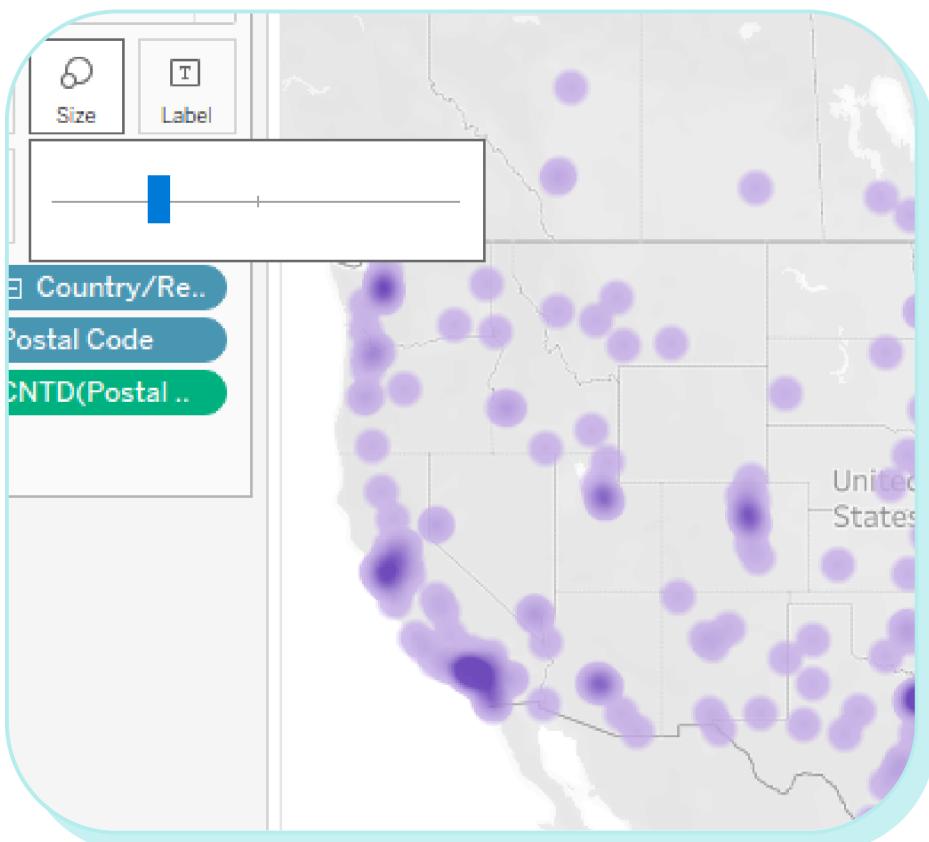
# Intensity

Experiment with Intensity and Opacity settings to balance visual effectiveness and insight.

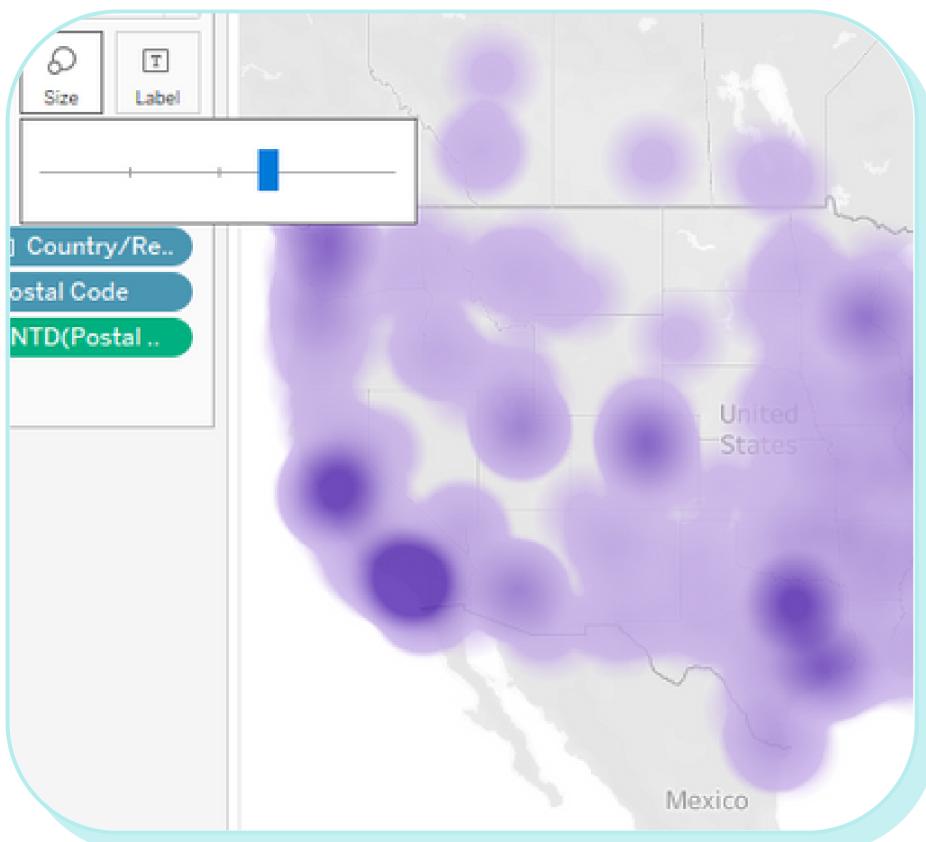


# Size

Experiment with mark Size to balance visual effectiveness and insight.



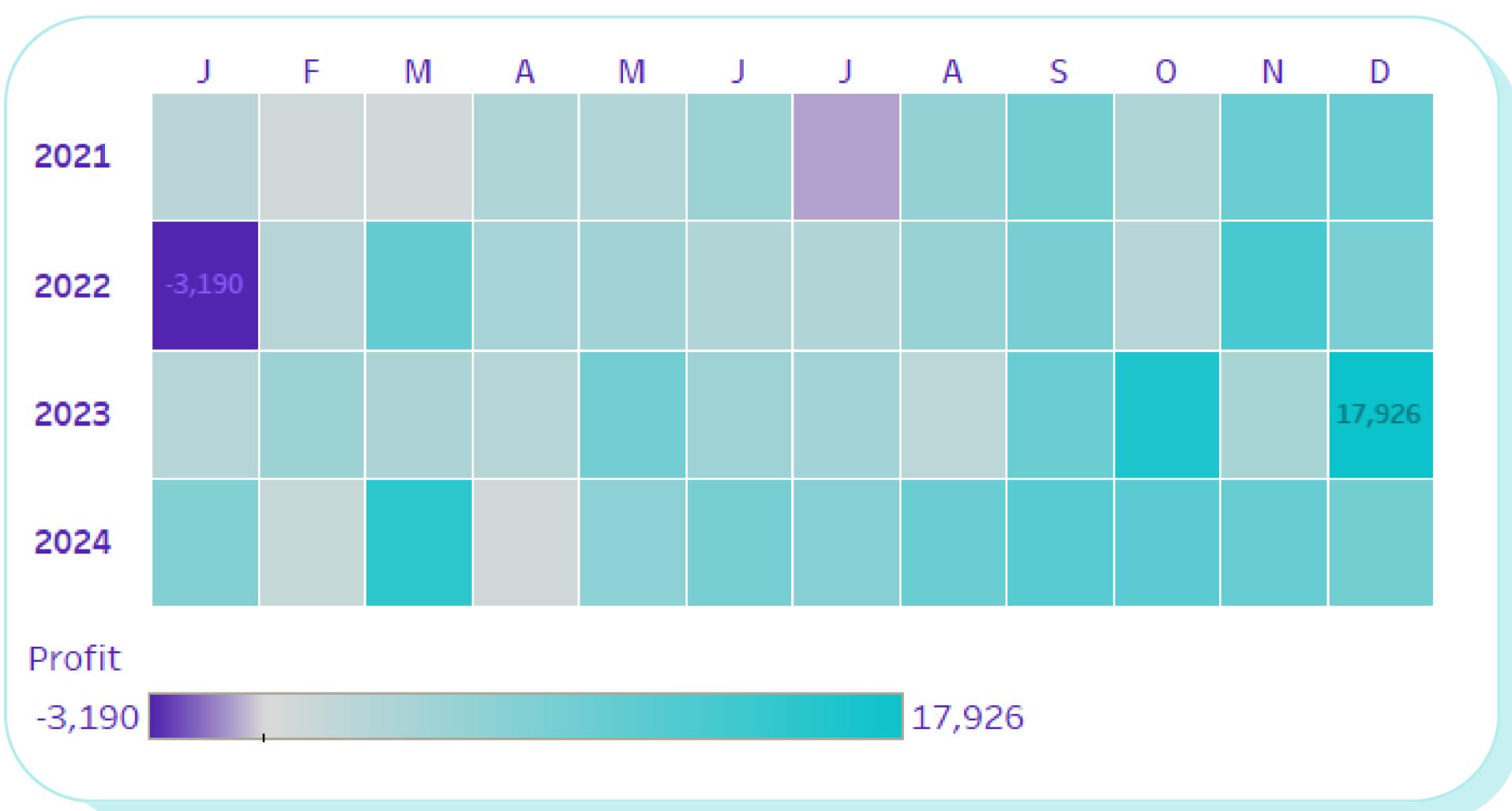
**Smaller Marks**



**Larger Marks**

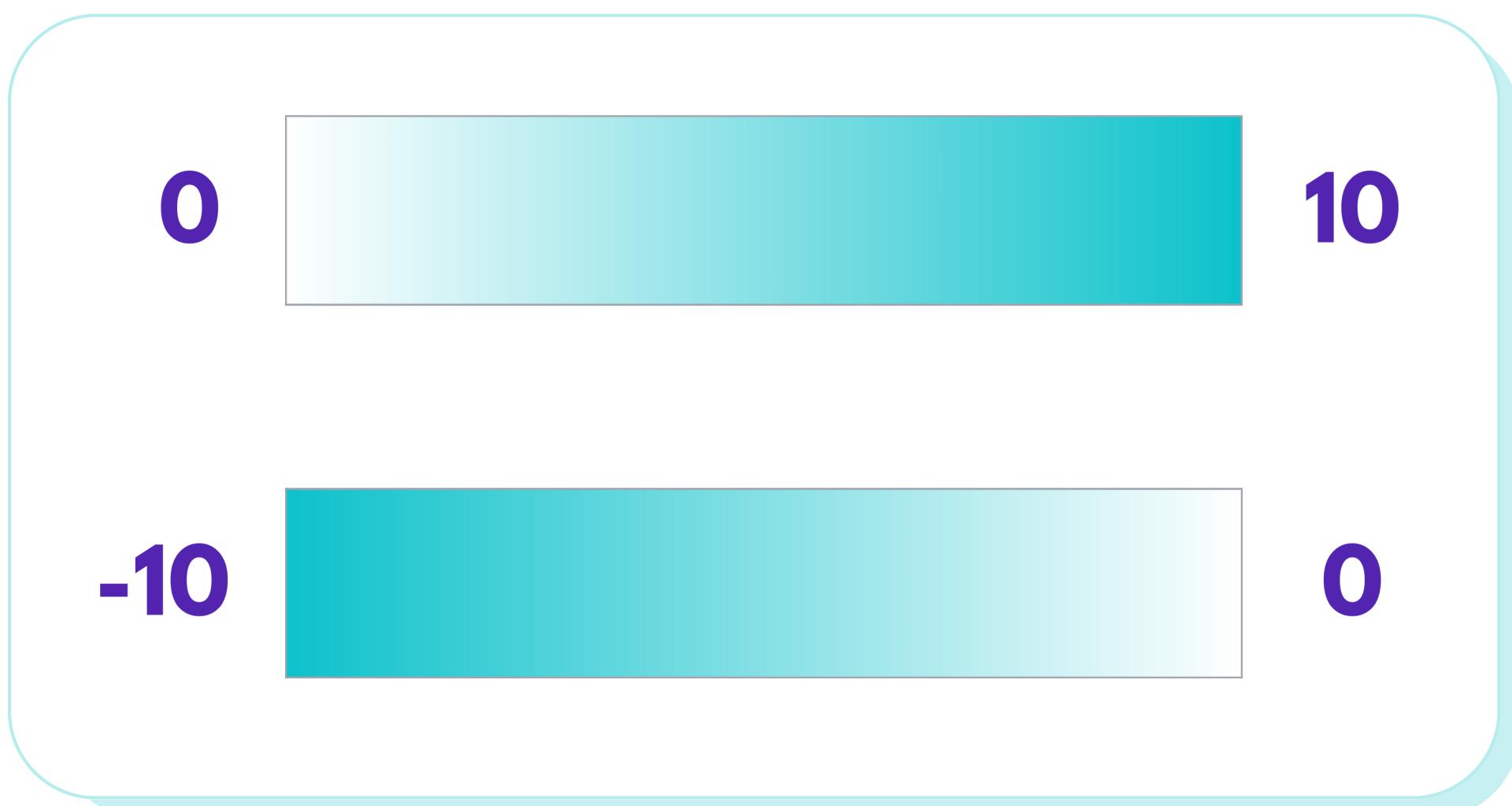
# Colour Legend

Include a Colour Legend alongside heat maps for additional clarity.



# Sequential

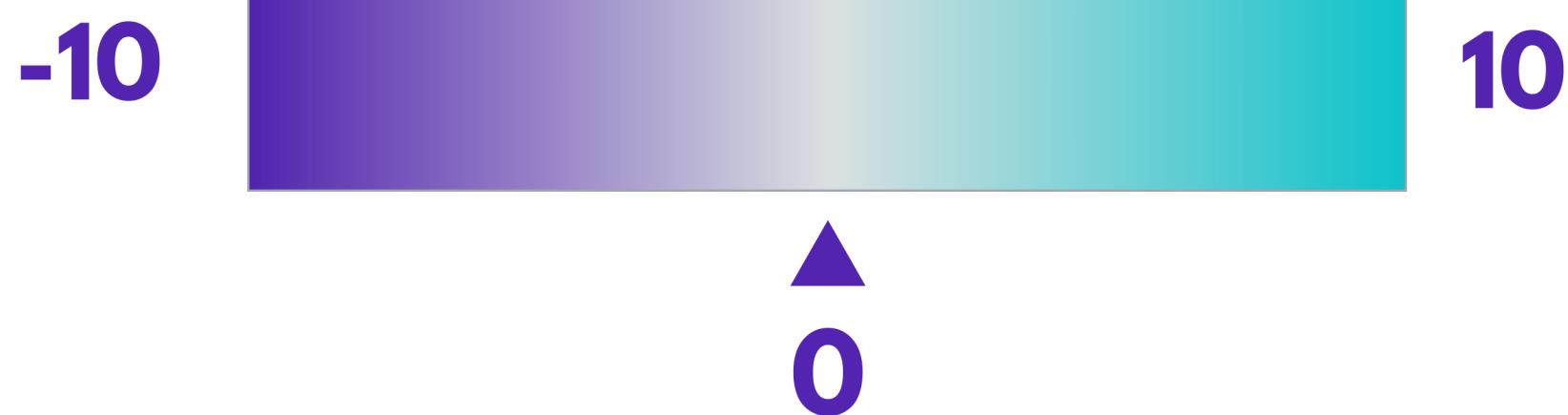
Use a Sequential colour palette when all values share the same sign (Positive **or** Negative).



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# Diverging

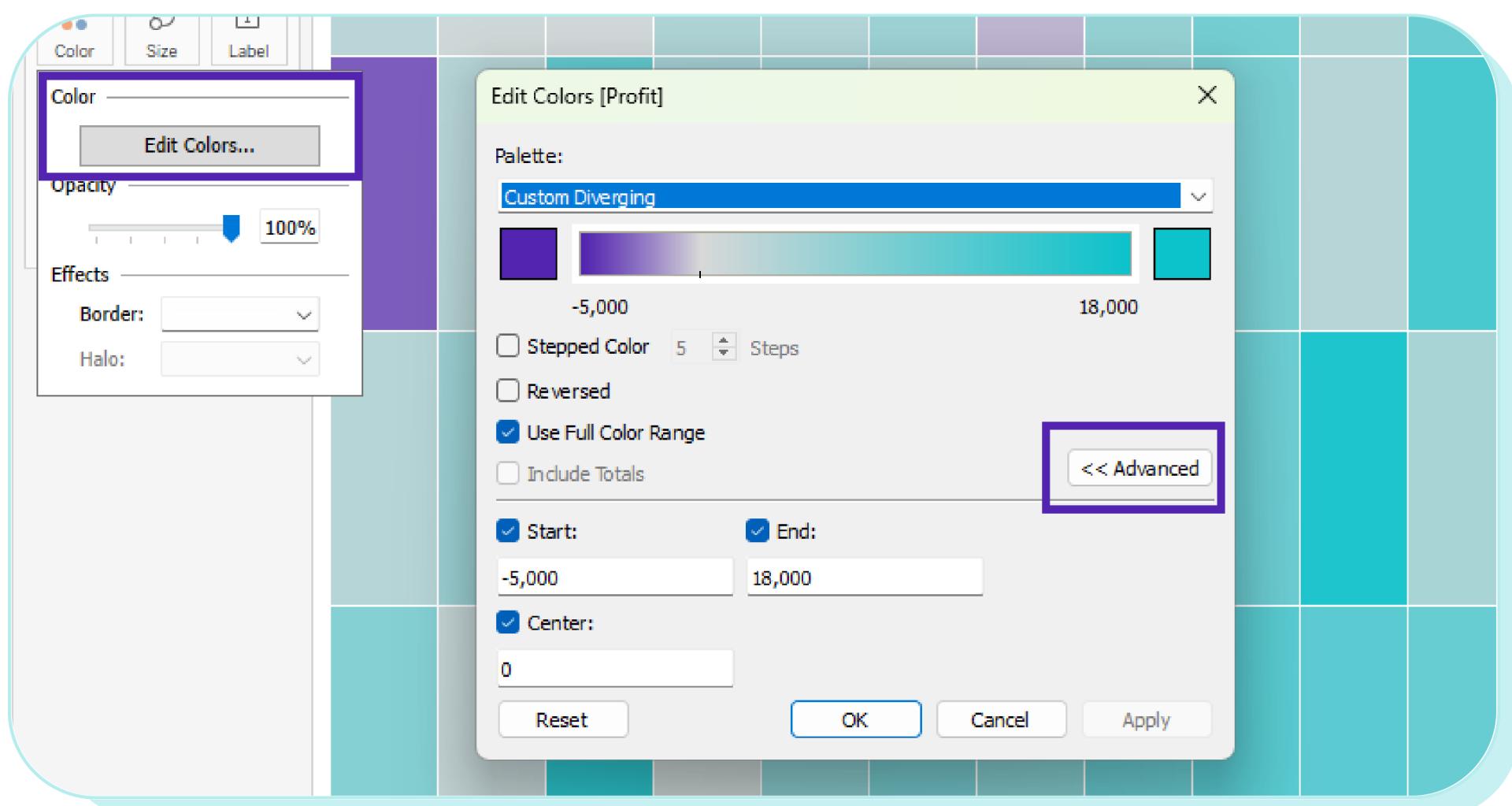
Use Diverging colour palettes to make a clear distinction between **positive and negative** values.



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# Colour Settings

You can control start, end, and center points for your colour palette by clicking on ‘Advanced’.



# Ready 2 PRACTICE?

[THETABLEAUSTUDENTGUIDE.COM/VIZBASICS](http://THETABLEAUSTUDENTGUIDE.COM/VIZBASICS)



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