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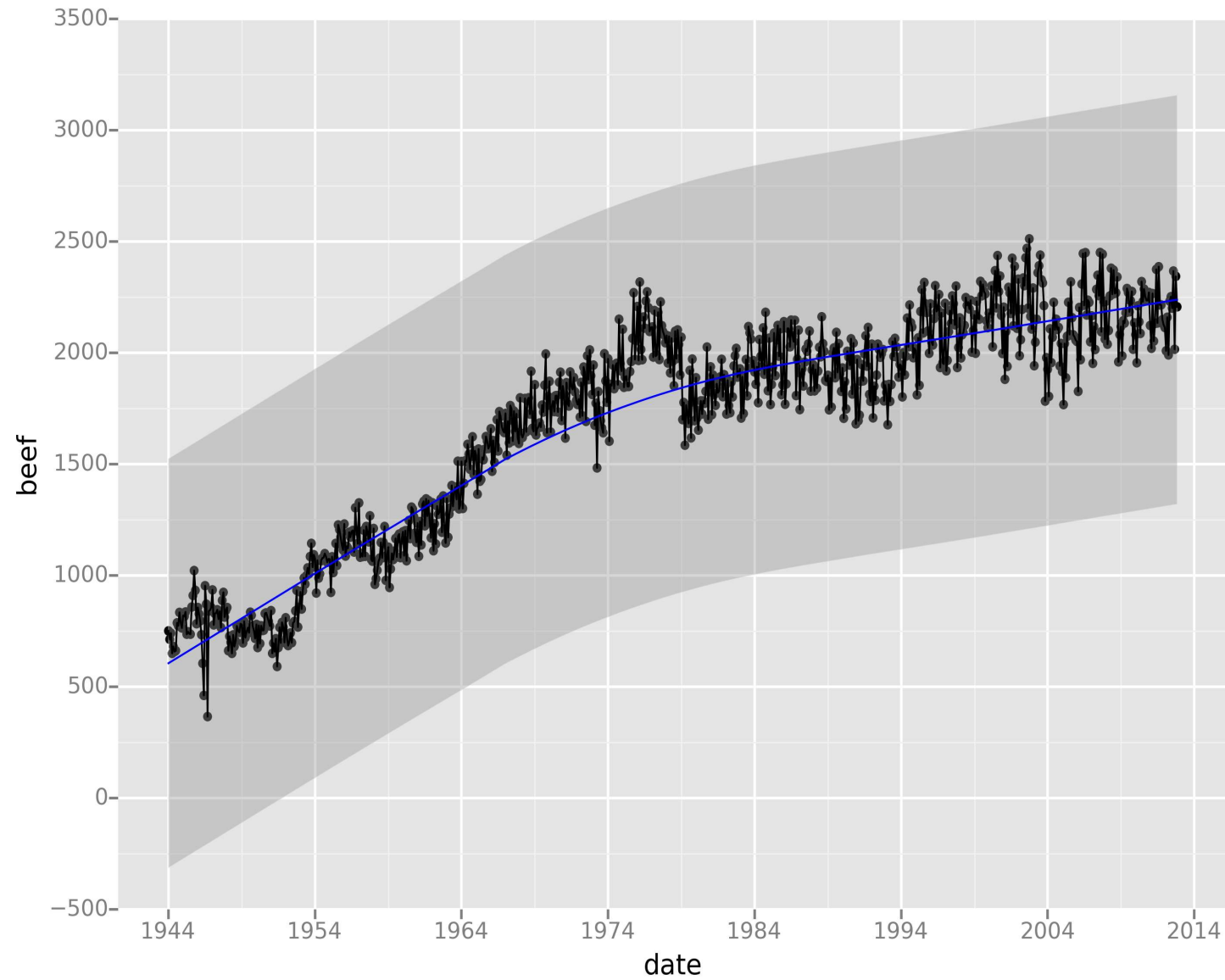
Reading: Define Specialized Visualization Tools

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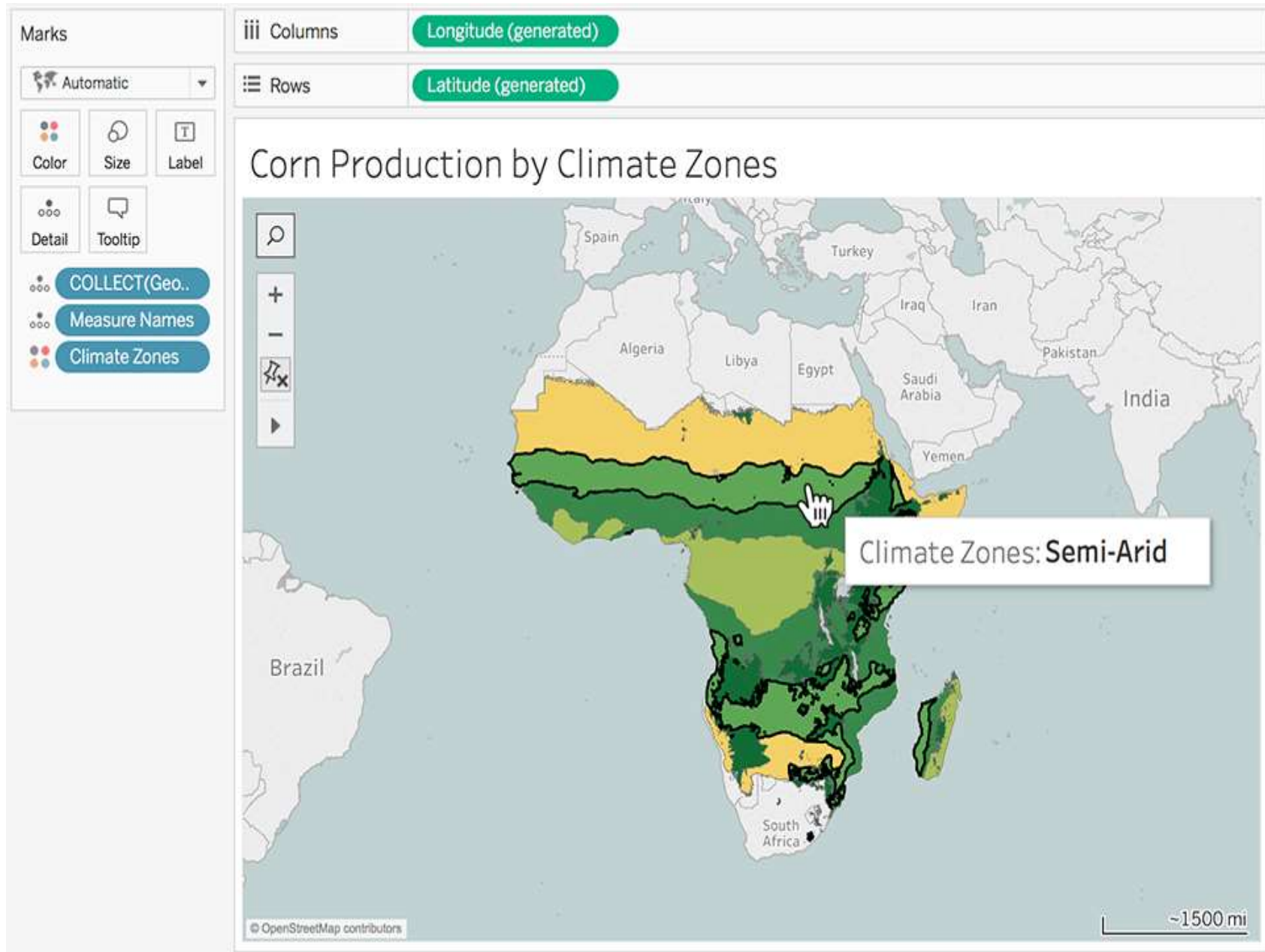
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Specialized visualization tools provide more in-depth visualization controls, so you can develop more specialized visualizations. We'll discuss the following specialized visualization tools: ggplot and the Tableau Desktop map functionality.

ggplot from yhat implements code using a high-level but very expressive API. The result is less time spent creating charts, and more time interpreting what they mean. ggplot is not a good fit for people trying to make highly customized data visualizations. ggplot has a symbiotic relationship with pandas. If you're planning on using ggplot, it's best to keep your data in DataFrames, or a tabular data object. Also, ggplot works by putting visualizations into layers. For example, you could start with data points, then add a line connecting the points, and then finally add a trendline.



Another specialized visualization tool is available in Tableau Desktop – map building capabilities. With this tool, you can create interactive maps automatically. There are built-in postal codes so you can very quickly map more than 50 countries worldwide. You can also use custom geocodes and territories, so you can personalize your map to represent your data, such as sales areas.





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