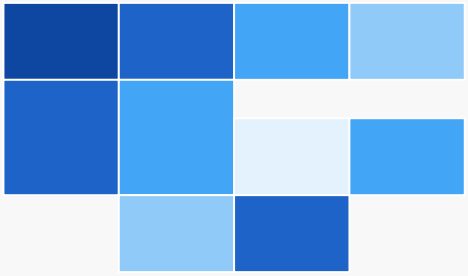
Geographic Data Visualization

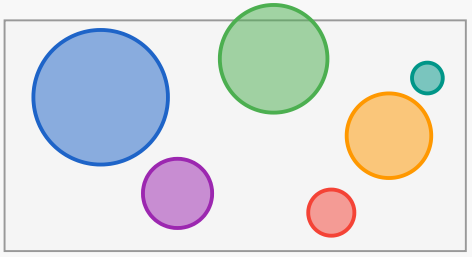
Choropleth Map & Bubble Map

Choropleth Map



Very High Medium Low

Bubble Map



Large Medium Small

Features

Choropleth

- Color-encode regions
- Sequential/diverging scales

Bubble Map

- Size at coordinates
- Combine size + color

Best Practices

- Normalize by population/area
- Consider projection distortion
- Add borders & labels
- Use appropriate color scale

When to Use

- ✓ Spatial patterns
- ✓ Regional comparison
- ✓ Location-based insights

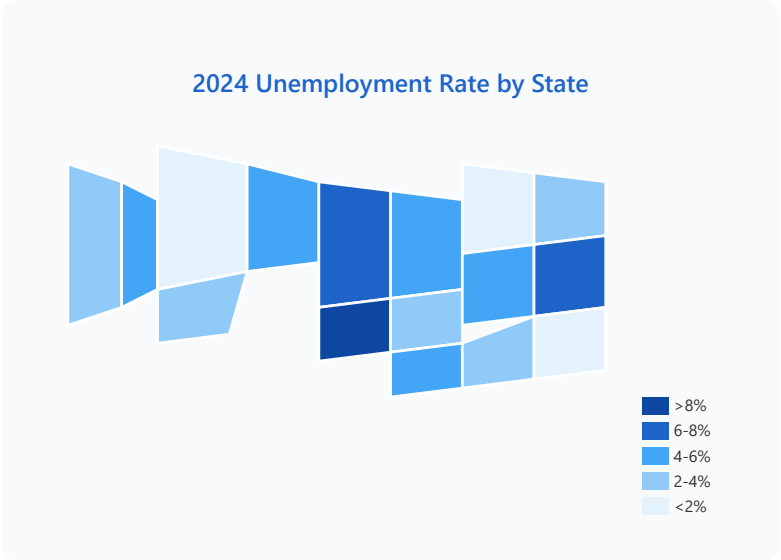
Color encodes regional statistics

Size encodes values at coordinates

✓ Demographics analysis

Real-World Examples

📊 Choropleth: US Unemployment Rate



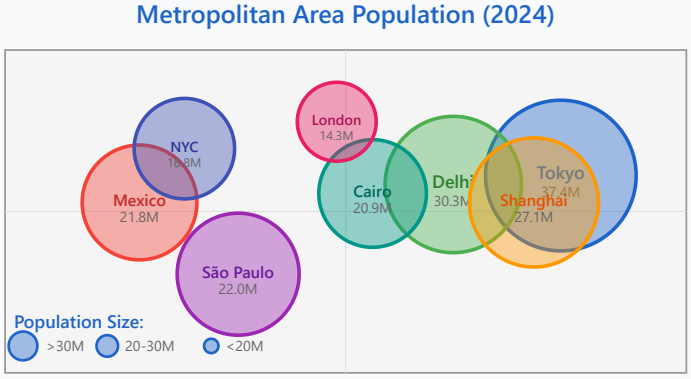
Use Case

This choropleth map visualizes unemployment rates across US states using color intensity. Darker blues indicate higher unemployment rates.

Key Insight: Regional patterns show economic disparities

Color Scale: Sequential (light to dark blue)

🌍 Bubble: Global City Populations



Use Case

This bubble map displays population sizes of major cities worldwide. Bubble size represents population, and colors distinguish different cities.

Key Insight: Asia dominates with largest urban centers

Encoding: Size = population, Position = geography

Advantage: Shows both location and magnitude

Data Type: Normalized percentages