Experiment No.12

Aim: Creating a geographic map visualization to display regional sales using Power BI.

Post Lab Questions:

1. Explain the difference between a Heat map and a tree Map (10 points)

1. Prepare Your Dataset

Ensure your dataset includes:

- **Location Information:** City, State, Country, or Latitude/Longitude
- **Sales/Performance Metrics:** Revenue, Sales Volume, or Market Share

If you don't have a dataset, you can create a simple CSV file with the following columns:

```
Dealer, City, State, Country, Sales, Latitude, Longitude
ABC Motors, Mumbai, Maharashtra, India, 120, 19.0760, 72.8777
XYZ Dealers, Delhi, Delhi, India, 95, 28.7041, 77.1025
...
```

2. Load Data into Power BI

- Open Power BI Desktop.
- Click **Home** → **Get Data** → **CSV/Excel** → **Load your dataset**.

3. Create a Map Visualization

- Go to **Report View**.
- Click **Visualizations** → **Map** or **Filled Map** (for heatmap-like visualization).

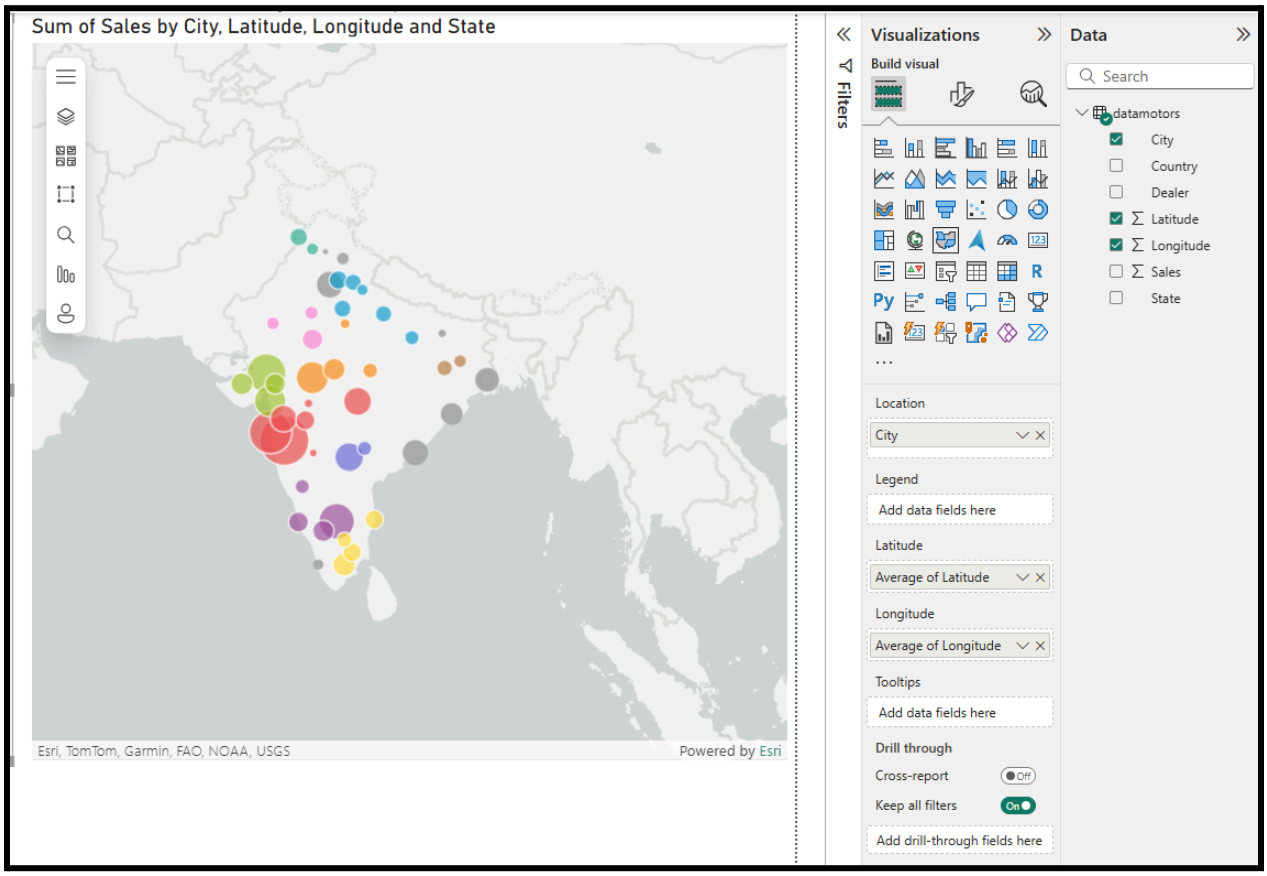
- Drag **City/State/Country** into the **Location** field.
- Drag **Sales** into the **Size** field (to scale bubbles by sales volume).
- If using latitude/longitude, place **Latitude** and **Longitude** in their respective fields.

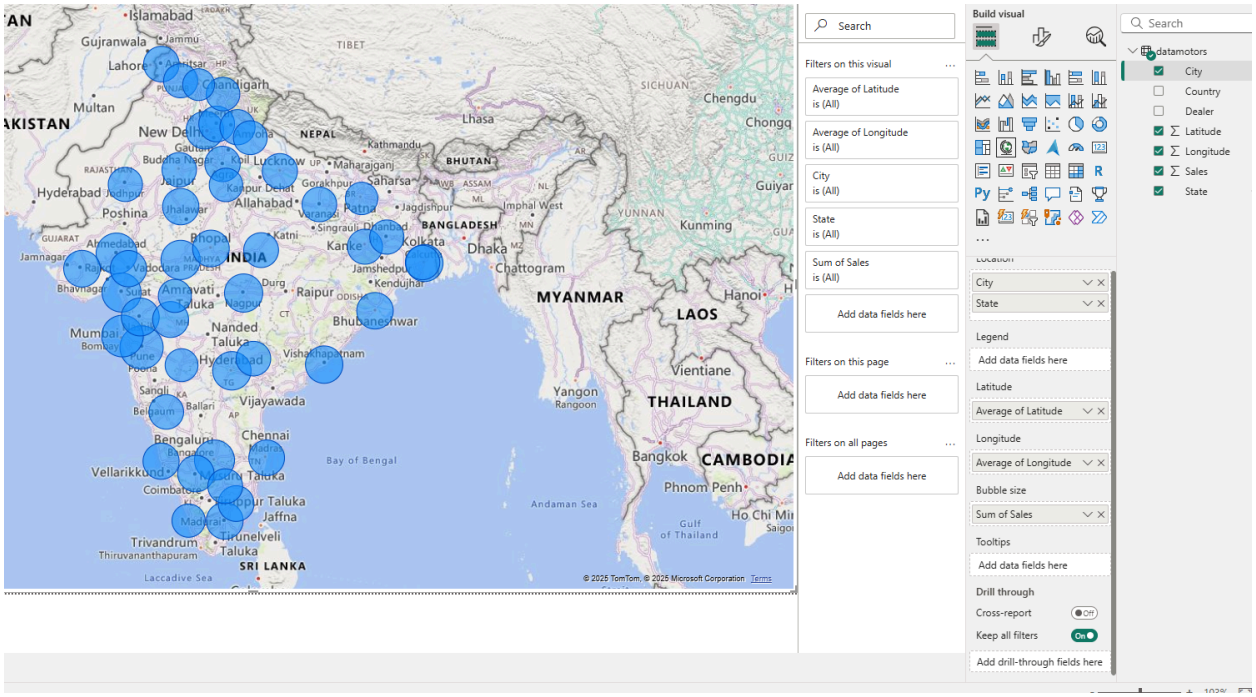
4. Customize the Map

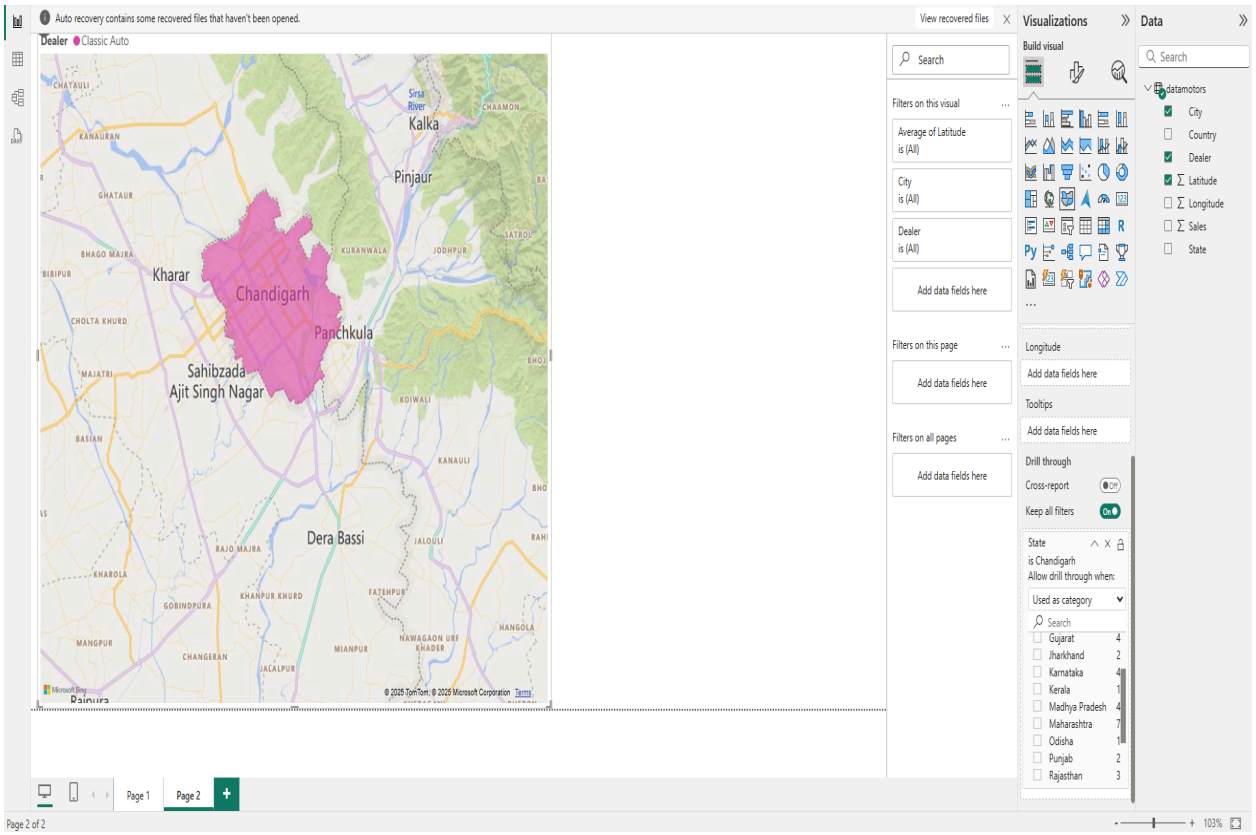
- Use **Format Pane** to adjust colors, labels, and tooltips.
- Enable **Heatmap** if using **Filled Map** for sales density representation.

5. Publish and Share

- Click **File → Save**.
- Publish to **Power BI Service** if needed.







Conclusion: Hence, we studied all visualization graphs with different features.