

Lab Exercise: 7

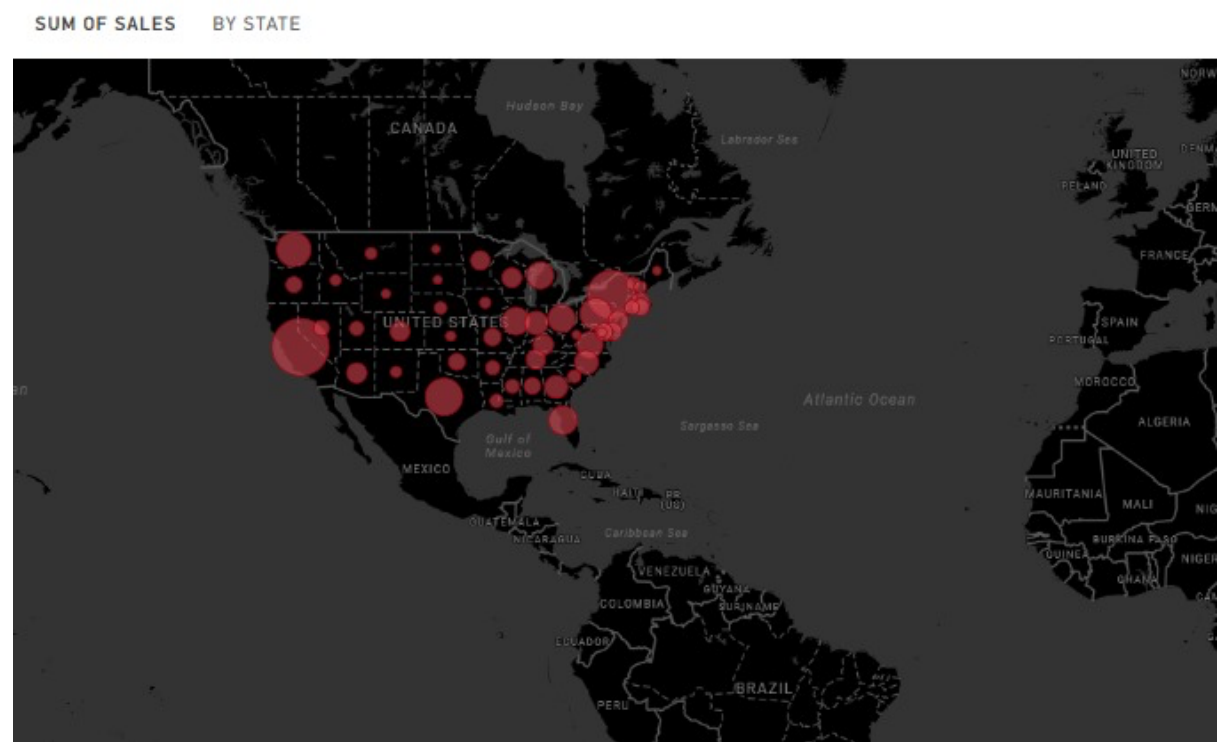
Data Visualization

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Problem: Create different types of map visualisations, explore how each differs (using Gestalt's principle and visual mapping techniques to back your explanation), and explain the differences in your report.

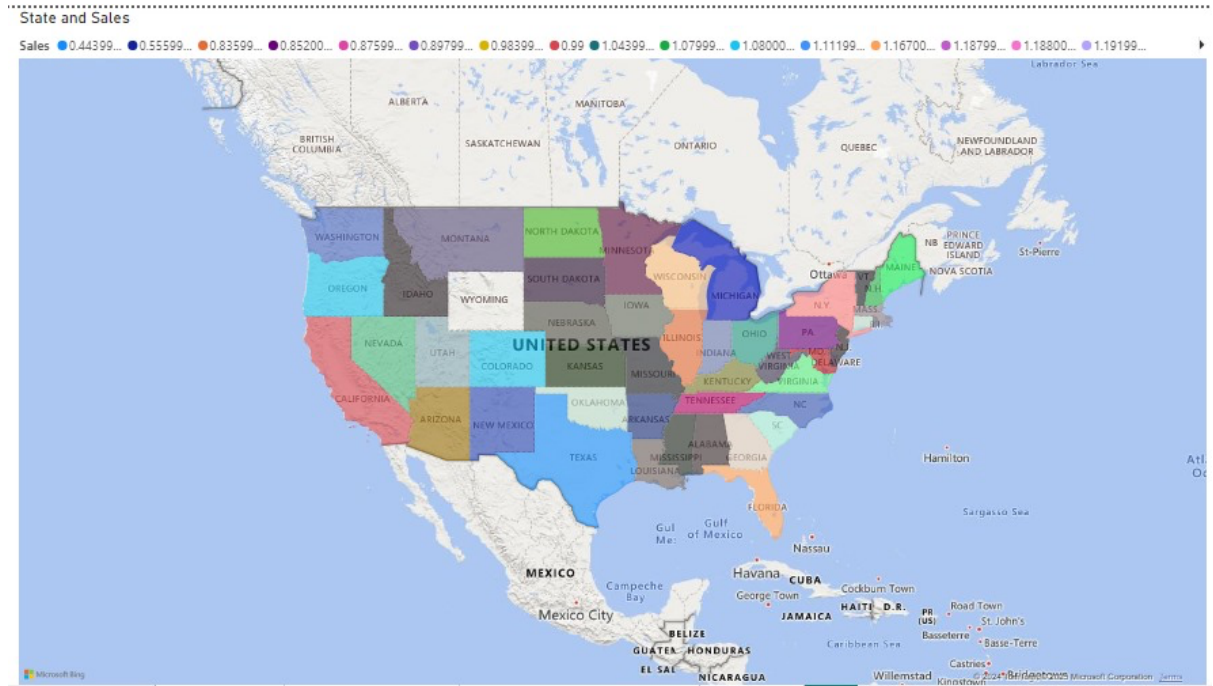
1. Point Map

A point map represents individual data points on a map. This type of visualization is useful for showing the geographic distribution of data, such as store locations or customer orders.



2. Choropleth Map

A choropleth map uses color gradients to represent aggregated data values for predefined geographic regions (e.g., states, counties).



3. Proportional Symbol Map

A proportional symbol map uses varying symbol sizes to represent the magnitude of a data variable, such as total sales or number of orders.

