Data Visualization II

MSBA7001 Business Intelligence and Analytics
HKU Business School
The University of Hong Kong

Instructor: Dr. DING Chao

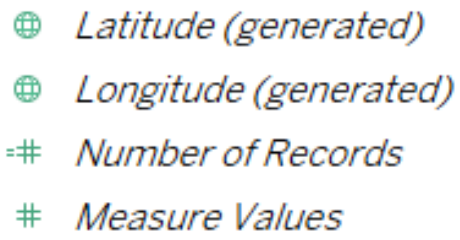
Agenda

- Maps
- Flow Maps
- Spider Maps

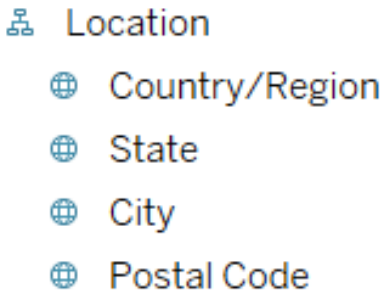
Maps

Working with Maps

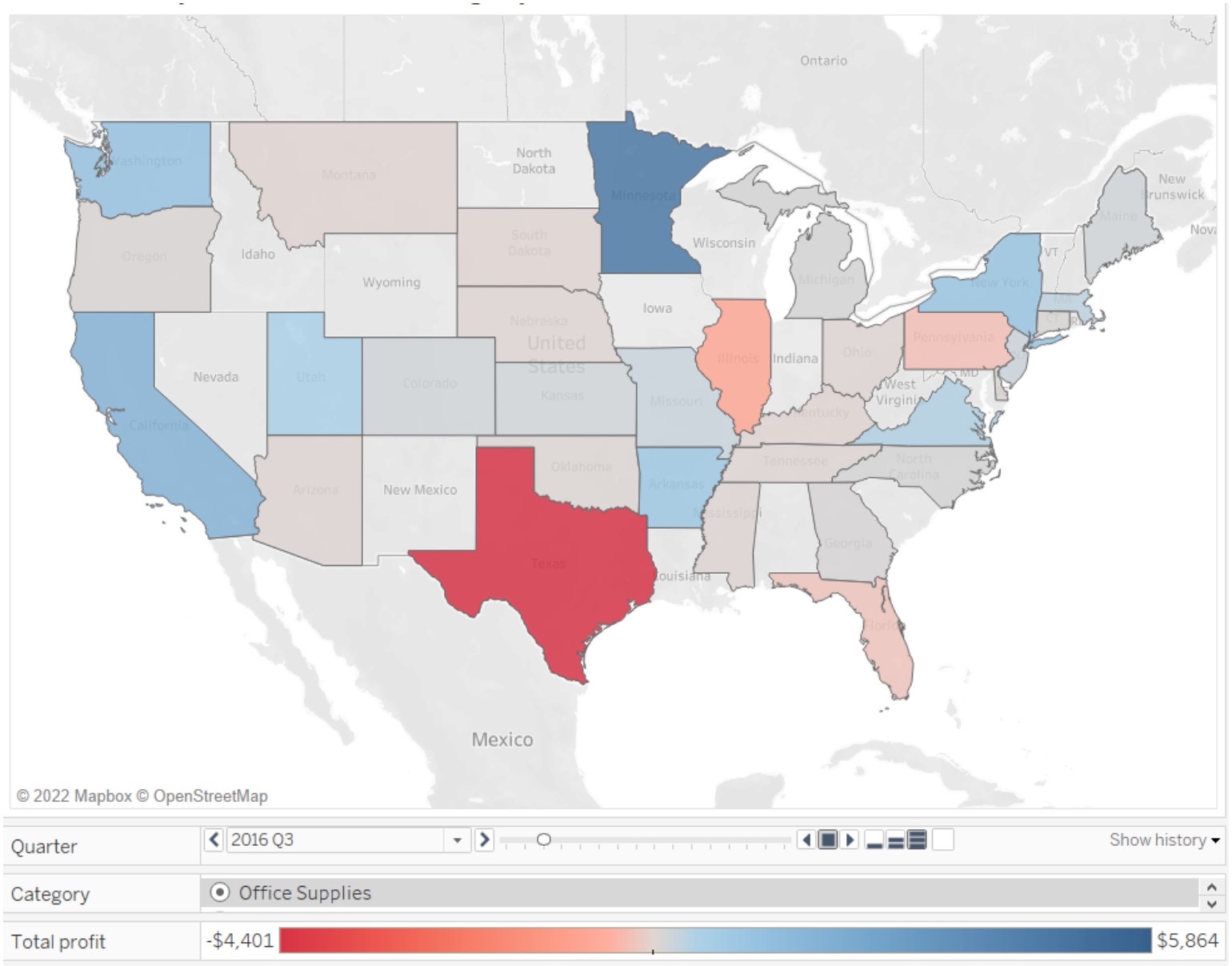
- Tableau comes prepackaged with thousands of geographic coordinates all over the world.
- When spatial data is loaded, Tableau searches in its database and generates latitude and longitude.



- Nested geolocations help show details of the map.

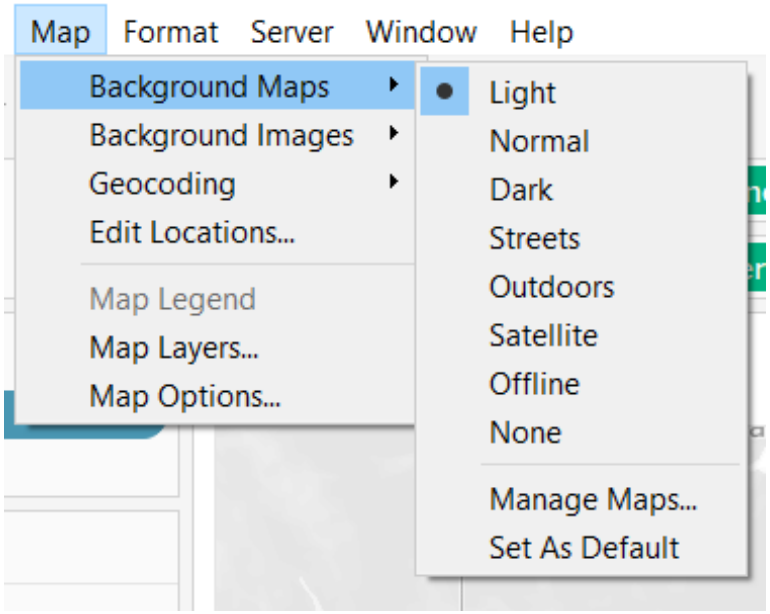


1. Quarterly Profit Across Category & State



Map Options

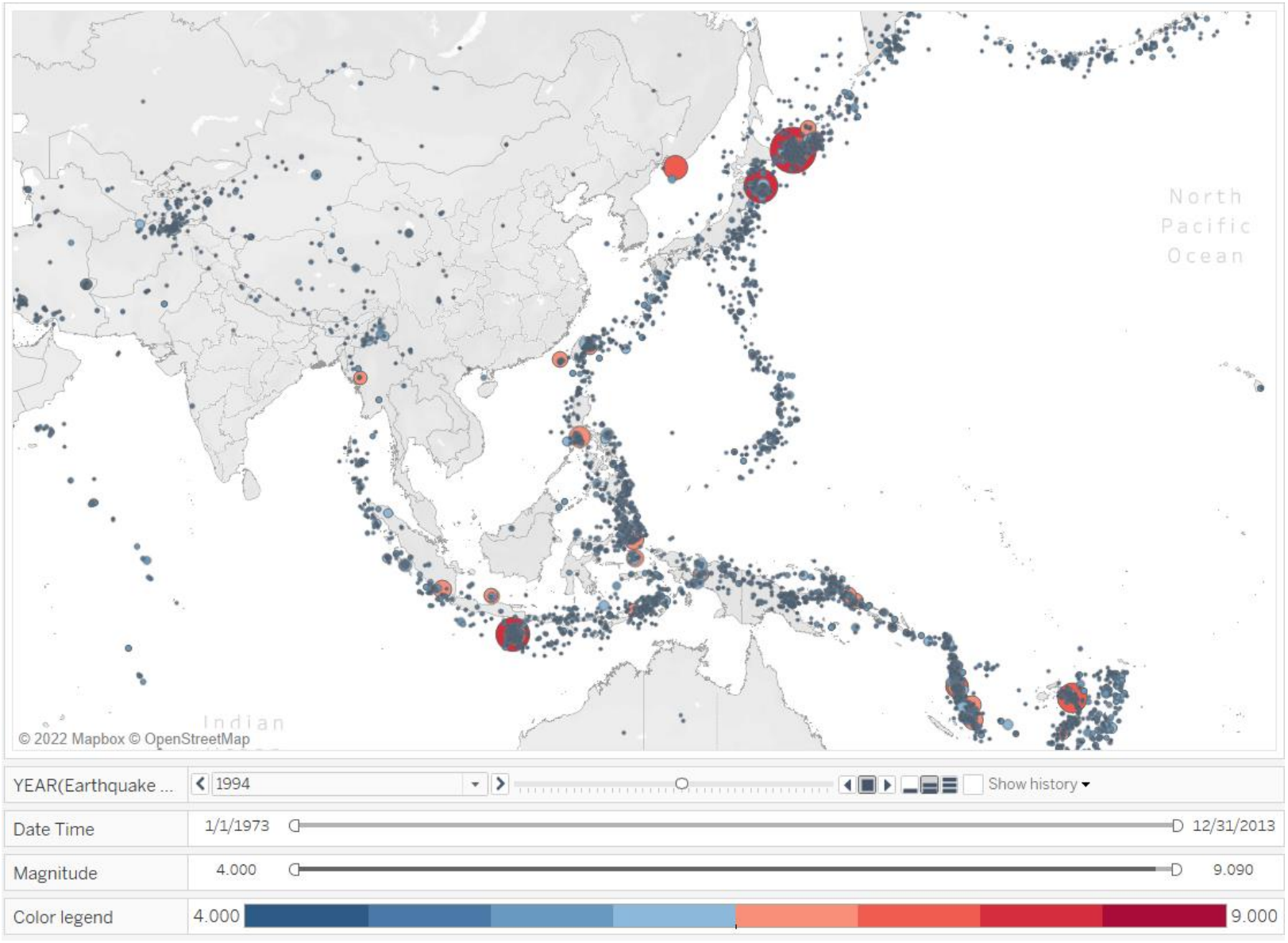
- When working with maps, there are map-specific formatting options available including:
  - Background
  - Layers
  - Options



Using Map Services

- Mapbox enables a Tableau user to incorporate a very wide variety of background maps.
- This can be useful when you want landmarks to appear on your map, or when a specific map feature not included with Tableau is relevant to your analysis.

2. Historical Earthquakes

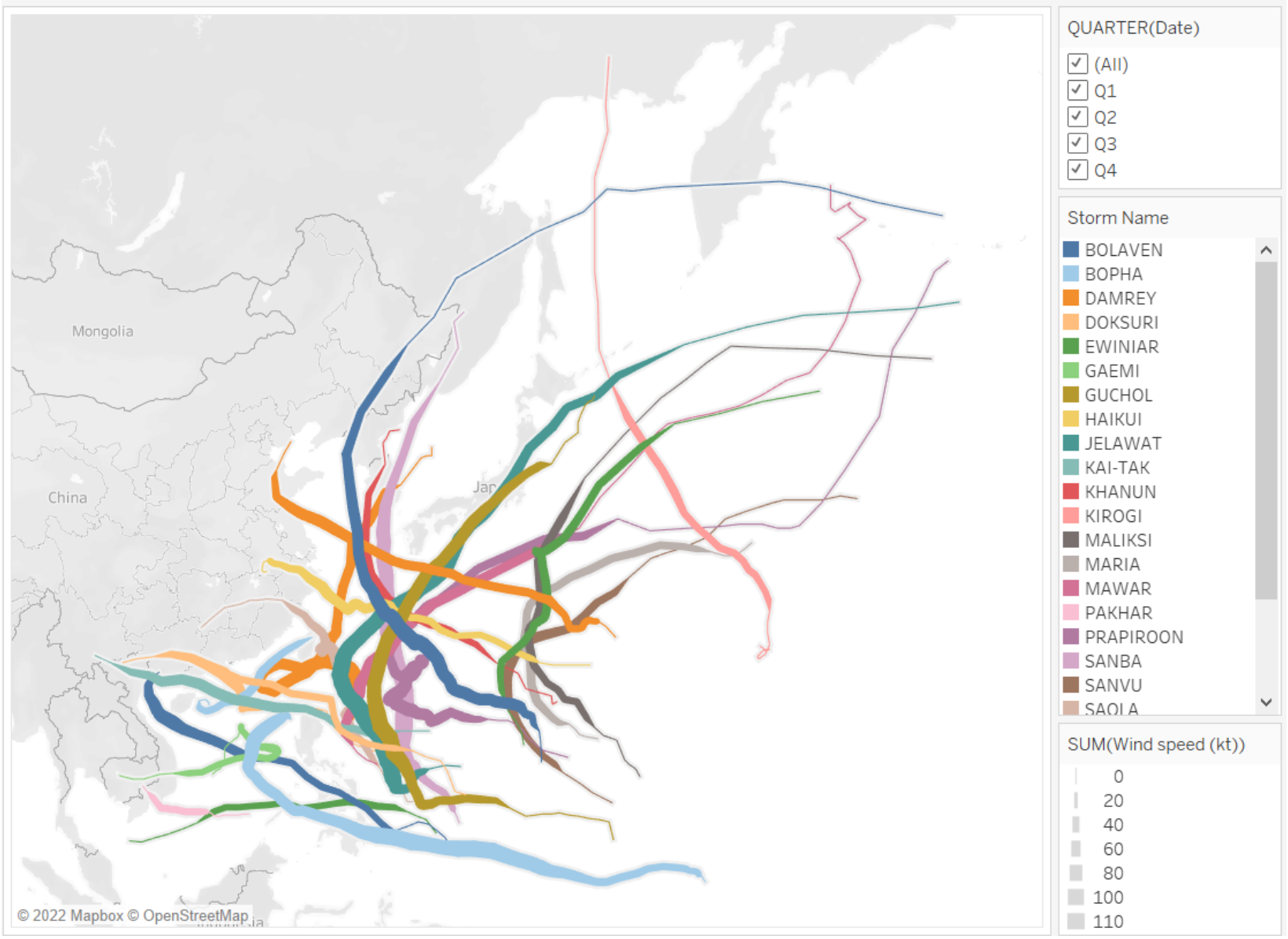


Flow Maps & Spider Maps

Flow Maps

- Flow maps (or path maps) are great for when you want to show where something went over time.
- For example
  - Path of a storm
  - Flow of traffic
  - Migration of people

3. Storm Path


Mongolia
China
© 2022 Mapbox © OpenStreetMap
QUARTER(Date)
(All)
Q1
Q2
Q3
Q4
Storm Name
BOLAVEN
BOPHA
DAMREY
DOKSURI
EWINIAR
GAEMI
GUCHOL
HAIKUI
JELAWAT
KAI-TAK
KHANUN
KIROGI
MALIKSI
MARIA
MAWAR
PAKHAR
PRAPIROON
SANBA
SANVU
SAOLA
SUM(Wind speed (kt))
0
20
40
60
80
100
110

Spider Maps

- We can create maps that show paths between origins and destinations
- These types of maps are called spider maps, or origin-destination maps.
- Spider maps are great for when you're working with hubs that connect to many surrounding points.
- For example:
  - Flight route
  - Travel route
  - Jogging path
  - Shipment path

4. Paris Metro Traffic