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DATA VISUALIZATION - MAPS TO VISUALIZE YOUR BIG DATA

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This article explains
about the maps to visualize
your big data.



In today's business scenario, data alone cannot solve the problems your business is facing. You also need context and do the visual representation of the data. When you visualize your data, you simplify the complex concept and identify patterns that are otherwise very difficult to spot. With data visualization, your business can find value and speed up the analysis process that leads to finding out solutions to the most complex problems of your business.

What is Big Data?

Big data is a term describing the massive volume of data, be it structured and unstructured, which are difficult to process with the help of traditional database and software techniques.

The amount of data an organization has doesn't matter, what matter is how the organizations use the data. The data is collected through ways such as mobile devices, emails, servers, databases etc. Big data when analyzed properly can provide the organizations with better insights making better strategic business moves and decisions.

Visualizing Big Data Using Maps

Understanding data allows organizations to understand trends and patterns, and help the organizations make data-driven decisions. The organizations that are unable to make use of the large data sets they have collected, the time and energy they have put to collect the data just go waste.

In this data-driven world where there is competition to understand the datasets and make proper use of the data, marketers are using maps to convey insights and make better their decision-making process. There are various types of maps using which you can visualize your big data most effectively.

Let's find out a few important data visualization maps that are helpful in taking your business forward:

Choropleth Maps

The most frequently used map is choropleth maps where colour has an important role to play. A colour scale is assigned to numerical or categorical data to a particular region in choropleth maps. Using such maps, data on population density can be represented effectively.



Heat Maps

The intensity of an incident's occurrence within a data set can be represented using heat maps. There are numerous methods to display heat maps but there is one thing common. The use of colours to convey relationships between data values is the common thing in the different heat maps. Data on weather and other natural phenomena can be represented using heat maps.

Dot Maps

With the help of a dot map, you can detect the distribution of data over a geographical region. Equally-sized points are used over that specific region to represent the data. Dot maps are an easily understandable form of map as they offer a better overview of the data. However, it's not the best to get the exact values.

Isopleth Maps

A range of quantity can be represented using isopleth maps. It's ideal for representing weather data. Temperature maps, radar maps, rainfall maps etc. are all isopleth maps.

Cartograms

Cartograms distort the area of maps in order to represent the data equally on a screen or page.

Proportional Symbol

Proportional symbol maps make use of circles or any other simple shapes that are centred on each region to represent the data. The size of the circle or other shape used in such maps actually represents the quantitative data. Some even combine proportional symbol map and cartogram in order to make the representation of data more effective.



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CONTACTS

For more information on Revalsys Technologies,
visit www.revalsys.com

8-2-293/82/1/83-A, 1st Floor,
Road No 12, Banjara Hills,
MLA Colony,
Hyderabad - 500034
Telangana, India

Phone: +91 7032660301

info@revalsys.com