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REASONS WHY
YOU SHOULD USE
MAP VISUALIZATION TOOLS

Article from Revalsys Technologies

This article explains about
the reasons why you should use
map visualization tools

When we talk about data visualization, what everyone likes the most is visualization via maps. As it is more exciting than other visualization types and easily understandable, people prefer maps to other types of data visualization.

Data visualization through maps allow you to use the most complex data when people generally don't put much attention or time to comprehend and transform the data into enjoyable and easily digestible stories. Among all the types of data visualization, probably maps have the biggest subsection. You'll find different variations of the map with different strengths of its own. You can even combine different variations of maps or tweak them even further to create new maps.

There are many data visualization tools available these days with no or a little cost. To create beautiful, attracting visualization from raw data has never been so easier. Doing data visualization using map visualization tools can help you produce the best output.

Here are a few map visualization tools which may consider doing your data visualization:

- **CartoDB**

Whether you want to start from a spreadsheet or connect your business software, CartoDB can give life to your location data. It is best for creating dynamic, rich maps within seconds. Even a novice can map data using this tool. From design to analysis, you can do everything with the point and click interfaces. You can even adjust the style, animate and annotate your maps to convey the right message to your audience.

- **Mapsdata**

Mapsdata is the best tool to interpret geo data more effectively. Using this tool, you can visualize your data on a map easily and share it with others in just a single step. Environmental data, economic data or anything that has a coordinate, longitude, latitude or ZIP code can be mapped using Mapsdata.

- **Viz.SocialCops**

If you want to create beautiful maps to tell a story with your data, Viz.SocialCops is just the right choice. This free-to-use tool helps you create interactive maps of countries, districts, cities, and even continents.

- **BatchGeo**

It's not necessary to have knowledge of programming to use BatchGeo. All you have to do is copy and paste your data with location and other data from excel, spreadsheet etc. This tool accepts things such as addresses, ZIP code, states, cities etc.

- **Tableau**

Tableau offers effective data visualization software that makes understanding data much easier. It is best to handle large and rapidly changing data sets. Suitable for various users, this software can be used as an enterprise-wide visual analytics tool.

- **OpenHeatMap**

OpenHeatMap is a simple solution for those who want to create interactive maps online. To create such a map, you have to upload a spreadsheet. Within seconds, OpenHeatMap will provide you with the result; you will get an interactive, animated view of the geographical area. You can even share the map with others through email, social media networks etc.

- **ArcGIS**

ArcGIS is a wonderful tool for mapping as it requires no extensive training to create beautiful maps. As it is easily understandable, you can create maps quickly; it can be used on any device. Anybody can use this cloud-based tool and get access to lots of ready-to-use online maps. The ready-to-use online maps are updated every day.

Data in an invaluable resource for business, managing it is quite a tricky affair for business solutions. If you use technology, big data, infrastructure and visualization tools, it becomes easier to streamline operations, and become more efficient internally.

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