



# SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.  
An Autonomous Institution



**COURSE NAME : 19CSE311- Data Visualization**

**Topic:** INTRODUCTION TO VISUAL ANALYTICS - SCATTERPLOT MAPS

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## Scatterplot maps

- A Scatter Chart or Scatter plot is a very useful tool to visualize the relationship between two sets of data. It has two value axes to show-
- **Horizontal axis:** a set of numerical data.
- **Vertical axis:** a set of numerical values.



# Creating a Scatter Map

- The Scatter Map in Analytics provides you with a variety of opportunities for your geographical analysis based on the data you choose to display.
- **Location Data Requirements**
- The ScatterMap visualization plots the data using geo-coordinates. Each data point requires a latitude and longitude value to be displayed. The accepted format by Analytics is:
- **Two different columns** for latitude and longitude respectively.
- **Latitude/Longitude** in Decimal Degrees format, for example: -46.896388, 168.126111

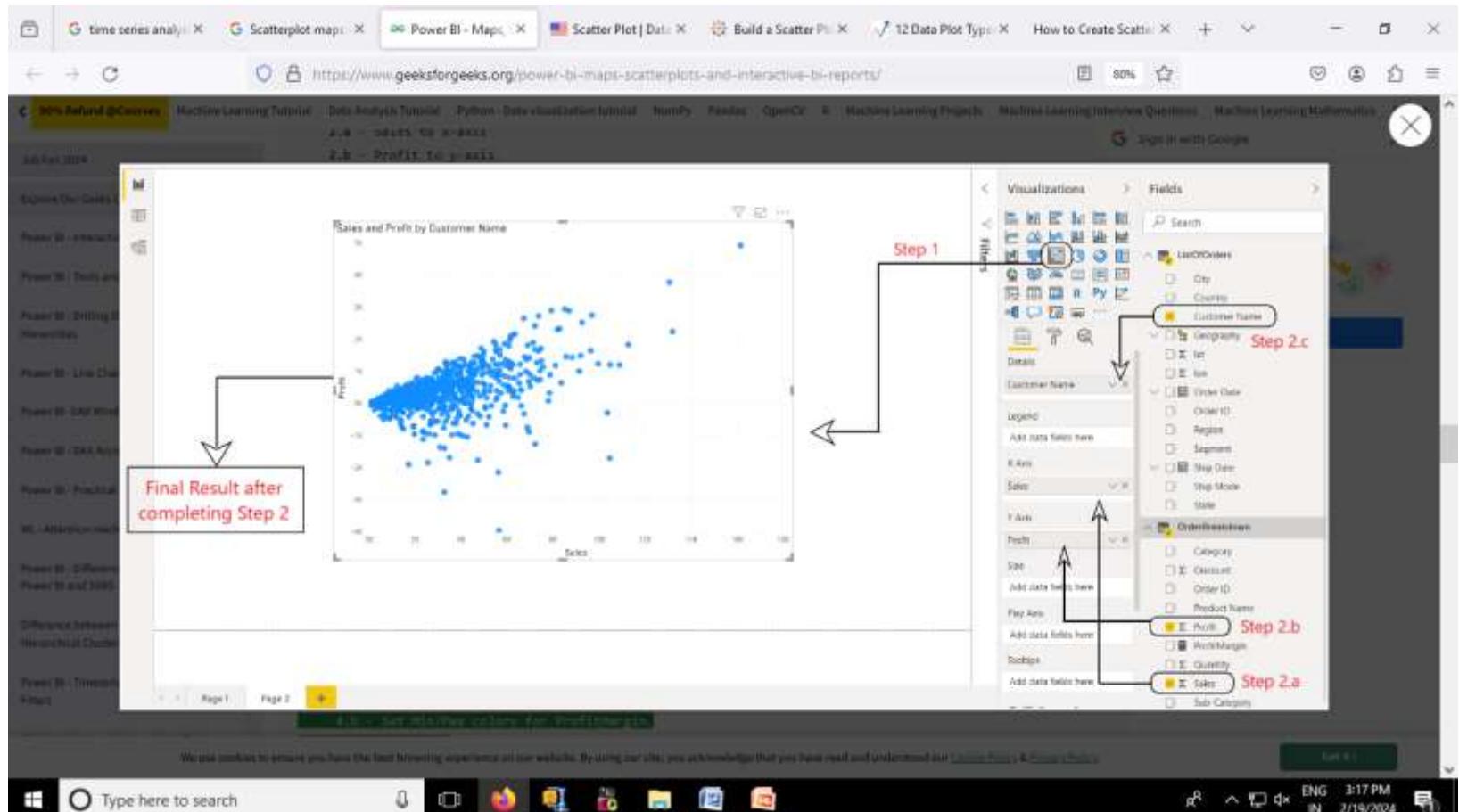


# Steps Involved:

- **Step 1** - Select the **scatter chart** from the Visualization panel and drag it into the report view.
- **Step 2** - From the Fields section, expand 'OrderBreakdown' dataset. Then drag and drop
  - **2.a** - Sales to x-axis
  - **2.b** - Profit to y-axis
  - **2.c** - Customer Name to details



# Examples





# Predefined geographic lookup types

- **Step 3** - Now, go to
- **Format --> Data colors --> Default color --> Conditional formatting.**
- **Step 4** - Do the following :
- 4.a - Set **Based on field** to ProfitMargin.
- 4.b - Set Min/Max colors for ProfitMargin.
- 4.c - Press OK.

Fig 7 : Power BI : Scatter Charts

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Power BI - Line Charts

Power BI - DAX Window Function

Power BI - DAX Accrued Interest function

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ML - Attention mechanism

Power BI - Differences Between Microsoft Power BI and SSRS

Difference between Hierarchical and Hierarchical Clustering

Power BI - Timeseries, Aggregation, Filters

Learn more

Default color - Data colors

Format by: Color scale

Based on field: ProfitMargin

Step 4.a Set this field to ProfitMargin

Default formatting: As zero

Minimum: Lowest value

Set color for Min/Max values

Step 4.b Maximum: Highest value

Step 3 Format

Conditional Formatting

Step 4.c Press OK

OK Cancel

Visualizations

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https://www.geeksforgeeks.org/power-bi-maps-scatterplots-and-interactive-bi-reports/

The screenshot shows the 'Conditional Formatting' dialog box in Power BI. It has three main sections: 'Format by' (set to 'Color scale'), 'Based on field' (set to 'ProfitMargin'), and 'Default formatting' (set to 'As zero'). Below these are 'Minimum' and 'Maximum' settings with dropdown menus for 'Lowest value' and 'Highest value'. A color gradient bar is shown between the minimum and maximum settings. To the right, a sidebar shows the 'Format' icon selected under 'Visualizations'. The sidebar also includes sections for 'General', 'Legend', 'X axis', 'Y axis', and 'Shapes', with 'Data colors' expanded to show options for 'Show all', 'Off', and 'Default color'. Arrows from the text annotations point to the corresponding fields in the dialog box.

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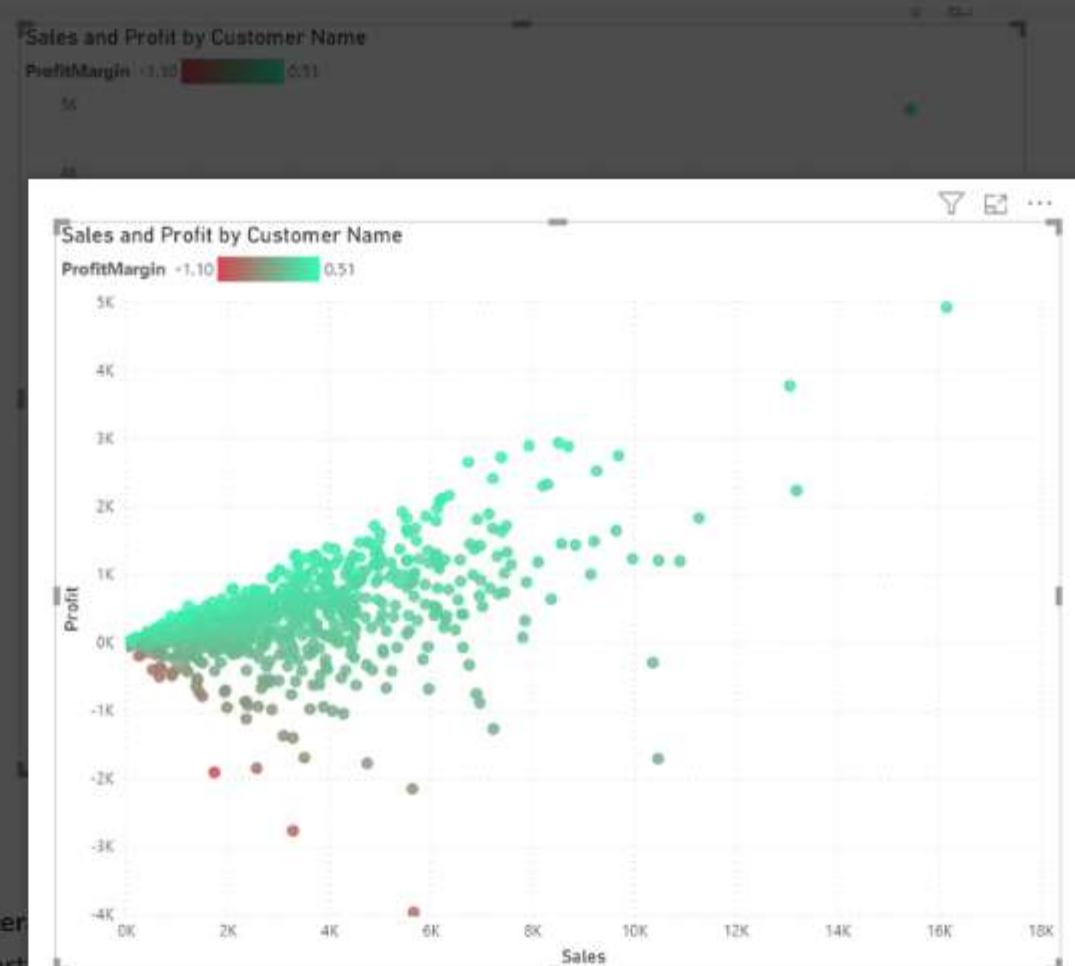
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## Introduction to an Interactive BI Report

An Interactive BI Report

add various multiple visualizations to get important information out of the report. Here is an example BI Report containing maps, scatter plots, slicers and donut chart.

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- **THANK YOU** -