



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

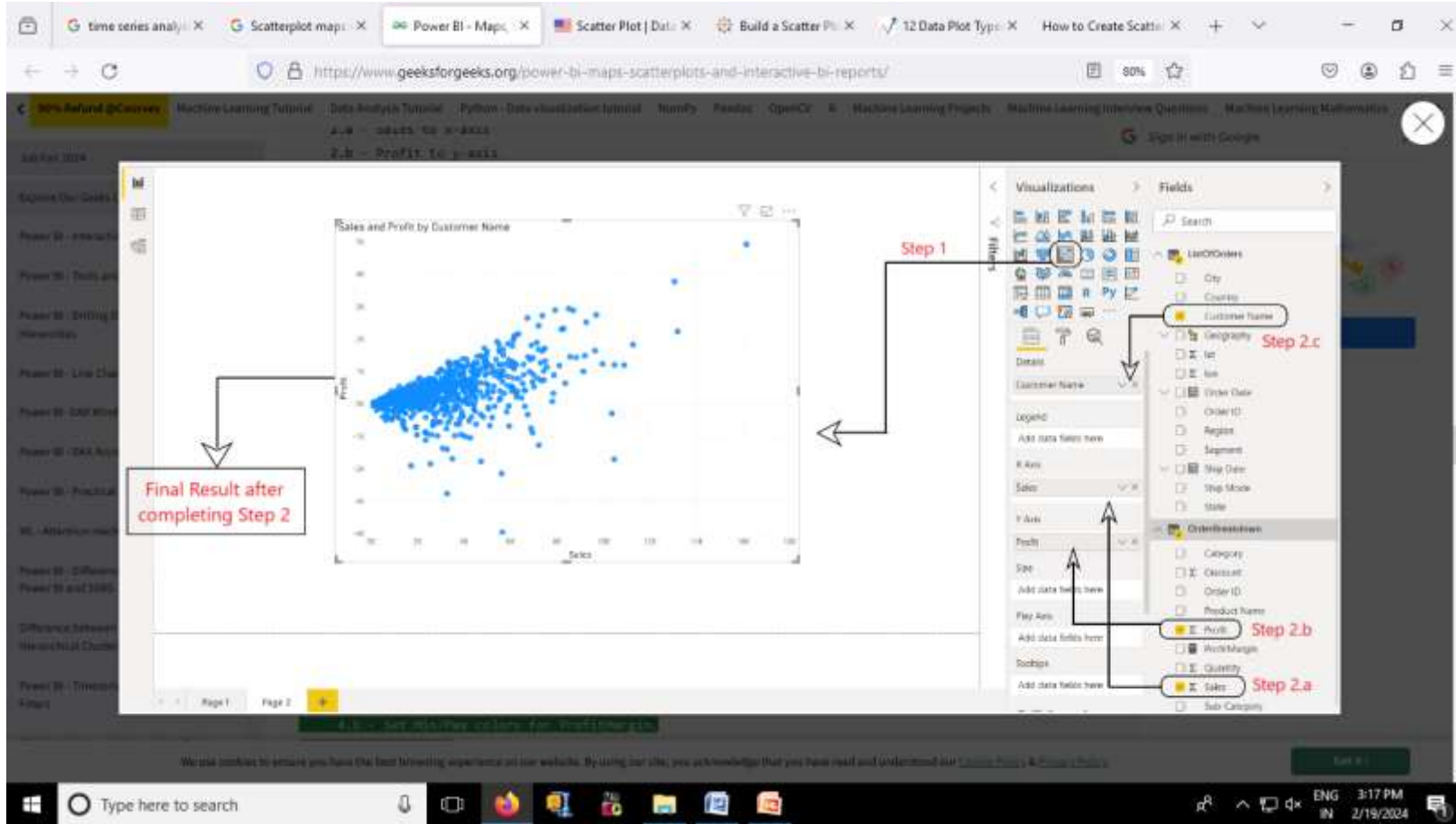


Steps Involved:

- **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.

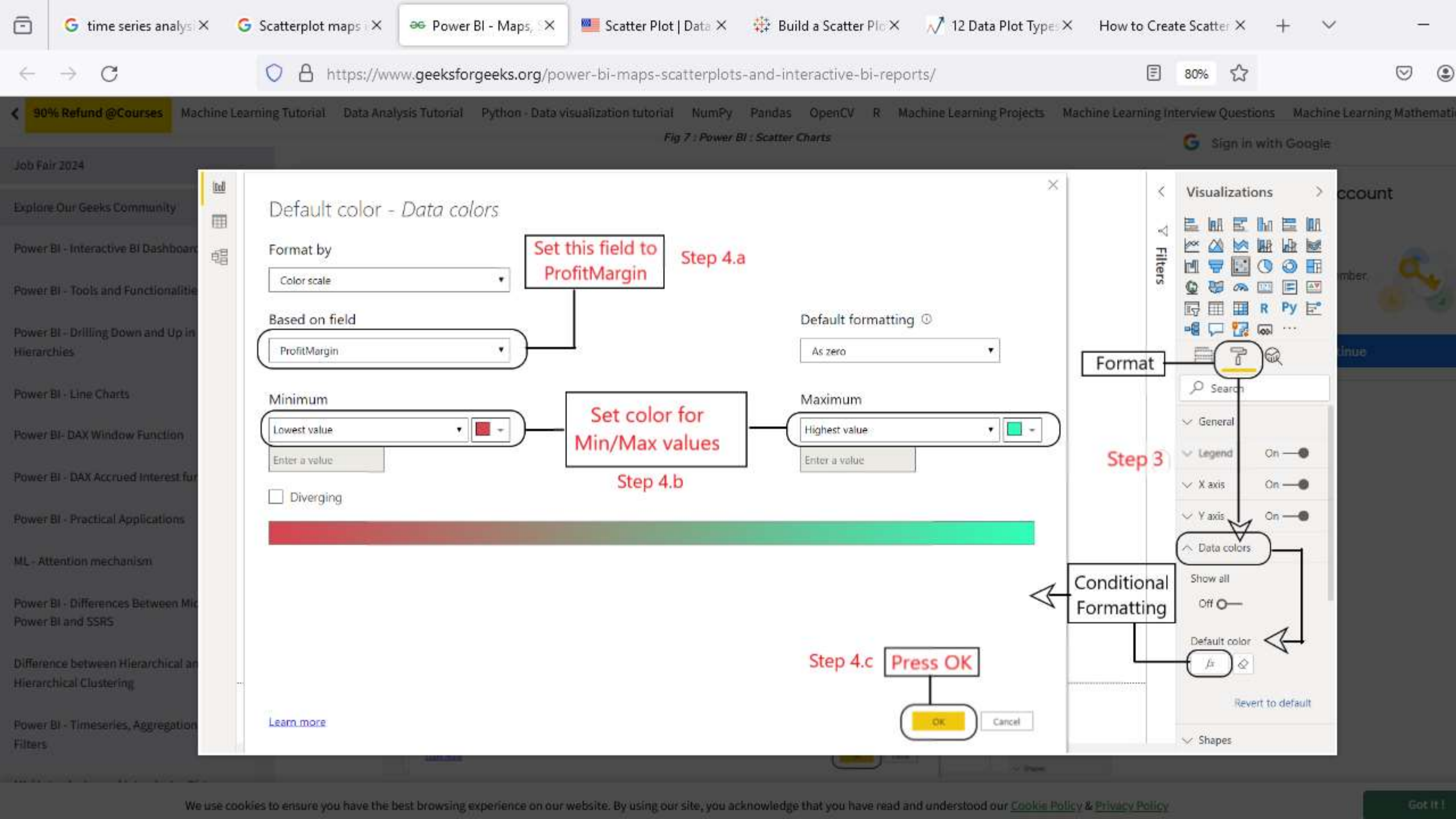


Fig 7 : Power BI : Scatter Charts

Default color - Data colors

Format by: Color scale

Based on field: ProfitMargin

Minimum: Lowest value

Maximum: Highest value

Default formatting: As zero

Step 4.a: Set this field to ProfitMargin

Step 4.b: Set color for Min/Max values

Step 4.c: Press OK

Step 3: Format

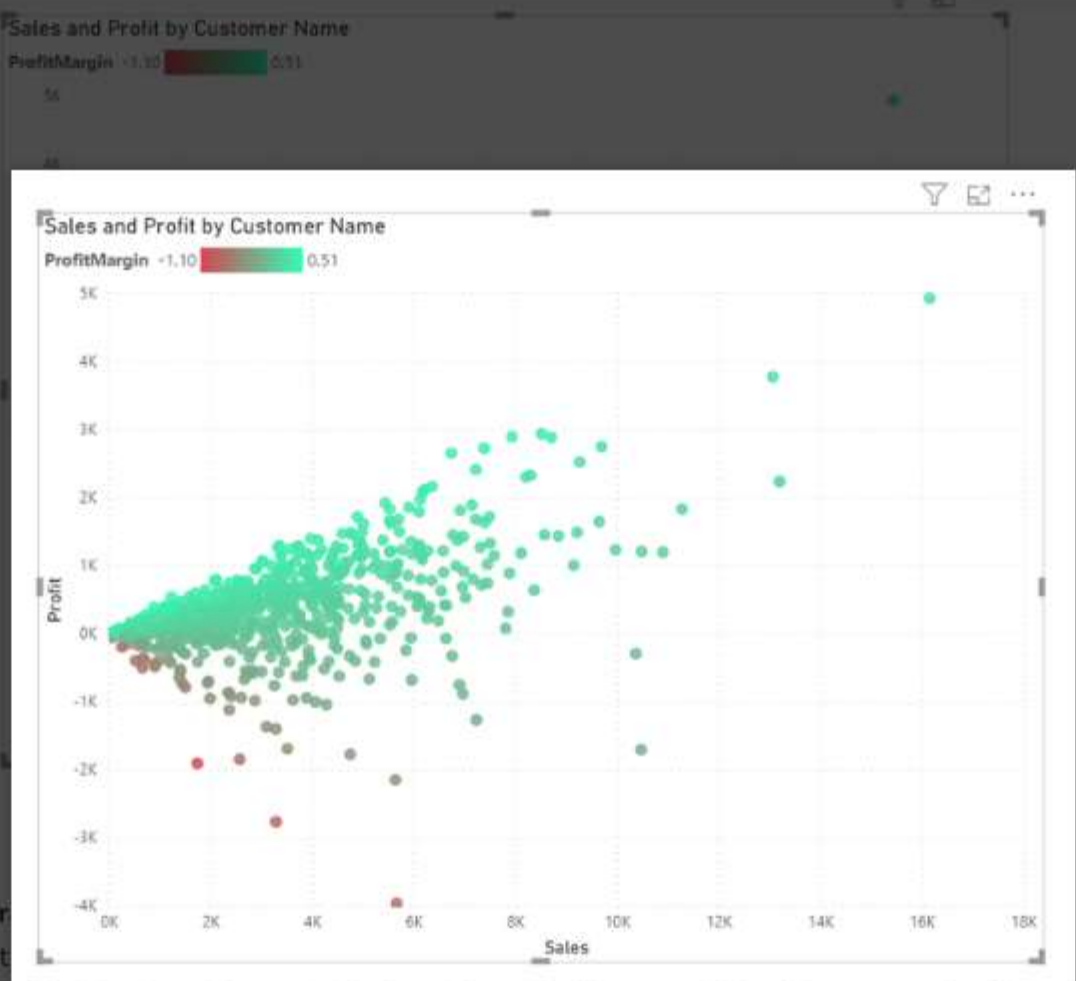
Conditional Formatting

Visualizations pane: Format, Data colors, Conditional Formatting

Color gradient bar

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Introduction to an Interactive BI Report
 An Interactive BI Report... reports. You can 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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