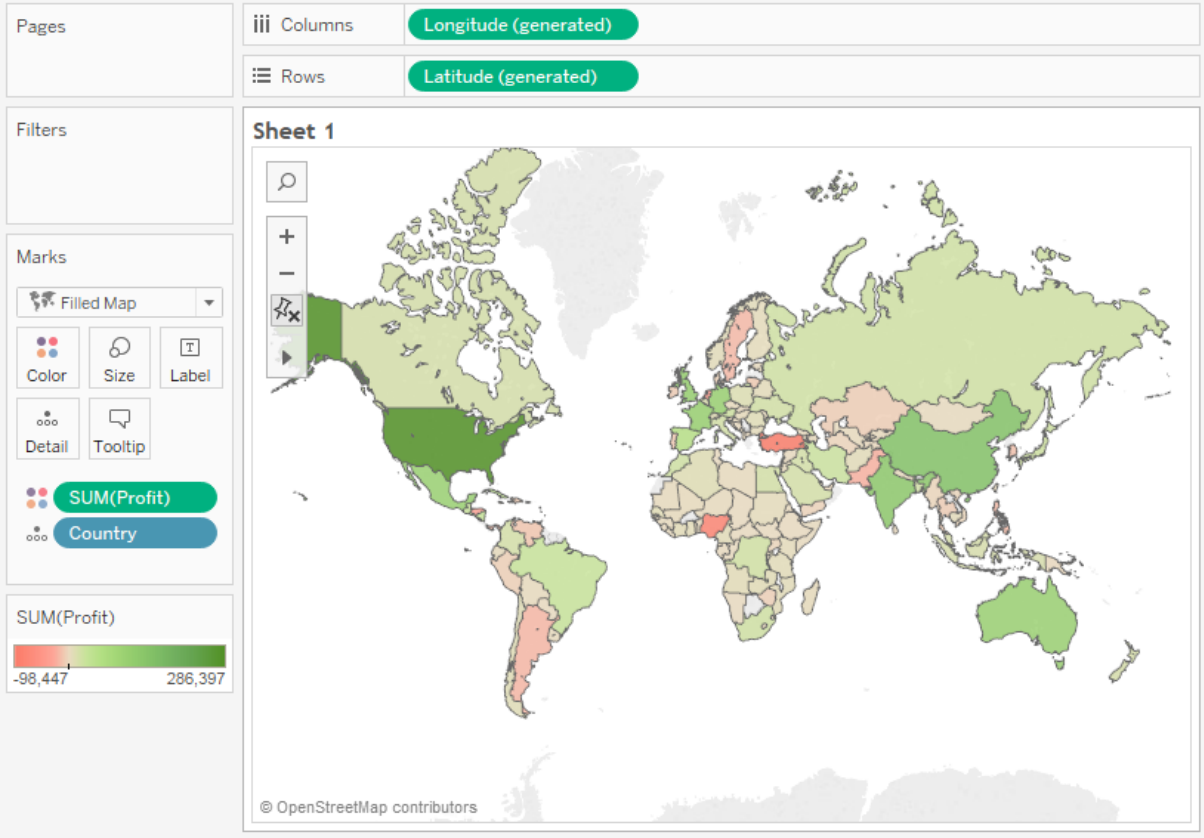
Working With Geographical Data

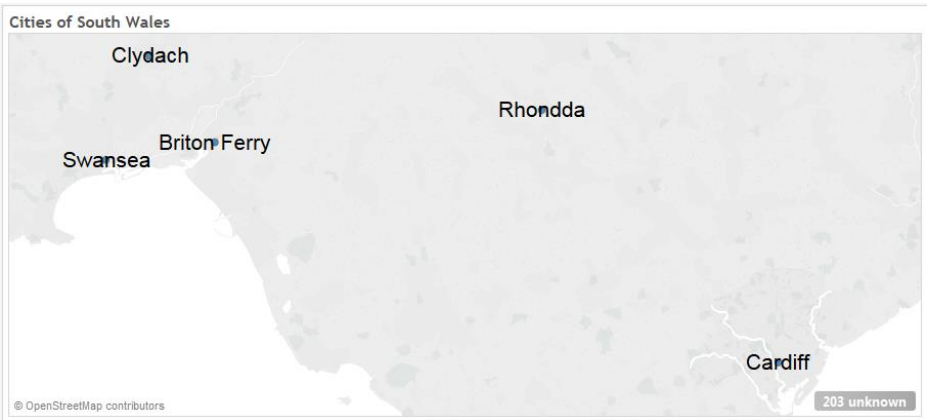
Tableau has some GIS capability built in, although it is not at the standard of specialised GIS packages such as MapInfo or ArcGIS. It automatically generates Latitude and Longitude fields for many geographic areas worldwide.

Create a Simple Map

1. Select a dimension with a globe icon and drag it to **Detail** on the Marks card
2. Select a measure and drag it to the generated map.
3. Use the Marks card to change the marks on the map to Filled. You can also add labels, include tooltip elements and encode colour and size variation in data points.



Note that Tableau can also show cities, although as these are given discrete coordinates they cannot be shown on the Filled Map. Depending on the dataset you may also find that Tableau has a strange idea of what a city is:



Like a GIS, Tableau has the ability to show different layers of information on a map via the **Map | Map Options…** menu item. This opens a **Map Layers Pane** in the left of the workspace (where the Data Pane normally sits) which allows you to select which layers will be visible.

Tasks

1. Open the packaged workbook **Workshop 7 – Geographical Mapping Starter.twbx**
2. Create a view that shows the following:
    - Sales by size and Profit by colour on a map of cities.
    - Uses a Market filter that only shows AsiaPac and EMEA markets.
    - Shows country/region borders but no country names.
    - Has City names labelled.