



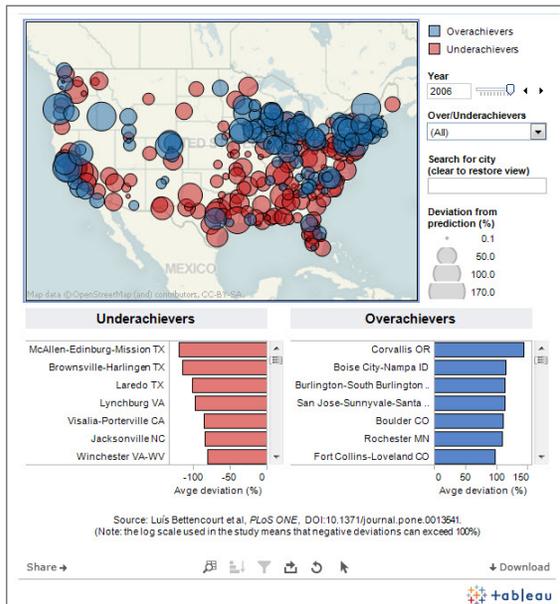
# The power of where:

## Adding maps to your agency's reports

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## Why maps matter

Mapping lets you see the implications of your data in ways not detectable on a standard spreadsheet, linear graph or pie chart. Since we are all familiar with maps, using maps immediately orients your audience to the data. Maps provide context that leads to better ways to prioritize, plan and execute your agency's mission. Are some states using more resources and benefitting



**Figure 1: Innovation in America**

*Mapping your data provides dramatic insight into patterns not easily interpreted in spreadsheets or bar charts. This dashboard gives you the power to filter quickly to see the same information by year or look into a specific city.*

differently than others? Is the West experiencing different levels of flu than the Northeast and are vaccines being distributed appropriately next year? Are student test scores varying significantly in different states? Within states? By county?

Answering these questions becomes fundamentally easier and more accurate when you can see your data on a map.

## Three ways maps help you

### 1 Break the data access logjam by empowering departments to access their own data

For years hospitals and clinics have relied on IT departments to provide answers to data questions, creating a never-ending cycle of long wait times and inflexible results. IT has faced the inverse challenge. They spend dozens of hours churning out reports and responding to requests that often fall short of what the requester wanted to know.

Healthcare providers are turning the tables on this status quo, empowering individuals throughout their organizations to explore data to answer their own questions. Not only is this yielding faster, more insightful actions, it's letting IT get back to the business of building and maintaining a reliable infrastructure backbone.

### 2 Uncover answers with data from multiple systems to reveal trends and outliers

The need to do more with less carries extra pressure with healthcare providers because of the priority placed on delivering timely, effective treatments. How to reduce a patient's time in surgery to accommodate more procedures in a day? Create a supply stocking system to optimize inventory? Determine where to build a new surgical center to maximize revenue? These are complex questions healthcare providers need to answer.

Now empowered to investigate information with intuitive tools, departments throughout healthcare providers are more aggressively exploring data that's relevant to them. This is true whether the data is in a database, warehouse, spreadsheet or multiple places at once. This means more metrics, more underlying data and more relationships among this information than ever before can be considered to optimize their domains. Departments now proactively investigate patterns in

data and work to understand why these exist. They are revealing major “ah-ha” insights that lead to recouping lost payments, changing vendor relationships, or even saving lives.

### 3 Share insights with executives, doctors and others to drive collaboration

It sounds so simple to “share what you know.” But in practice it’s one of the hardest problems facing healthcare organizations. The tendency is to get caught up in a world of emails, pdfs and slides, all point-in-time attempts to keep one another up to date. It doesn’t have to be that hard. Sharing information and insights with a broad range of stakeholders – from Chief Medical Officers to large departments – can be accomplished securely and effectively right on the web.

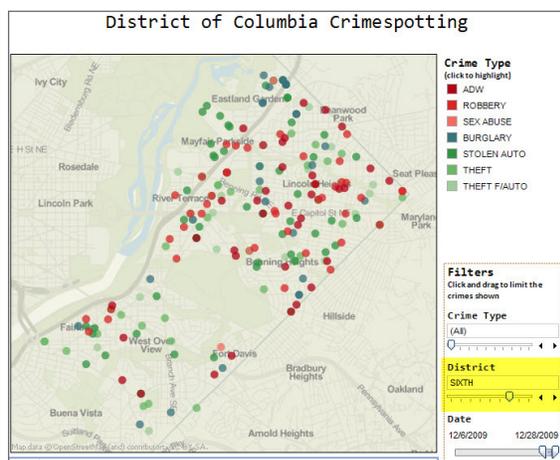
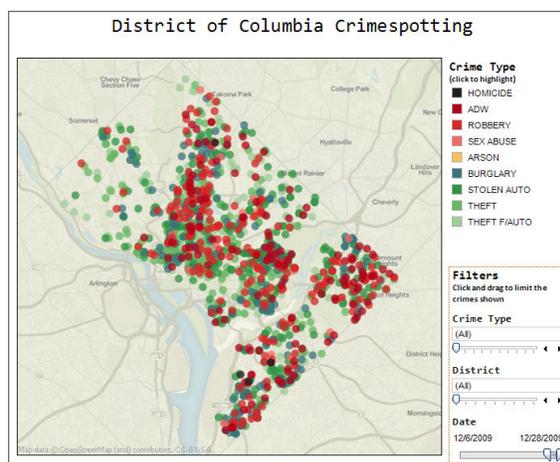
Communicating data with interactive visualizations, reports and dashboards in an easy, direct manner has been the ultimate goal for many healthcare providers seeking to implement change in their organization. Whether the target audience is the executive suite, ambulatory care unit or patient community, healthcare providers are now seamlessly sharing insights with a wide range of constituents with secure reports that can be accessed in any web browser.

## Make mapping simple

Putting your data on a map should be as straightforward as creating any other chart. You rely on lines to show you trends over time, right? It’s reasonable to expect your charting solution to use geocoding information just as easily– recognizing the entire United States, a county in Nebraska or all the zip codes in Pennsylvania. Incorporating the level of detail you want, such as county borders or city names, should be at your fingertips to add as needed.

Once data is mapped, expect to interact with it to probe further. Size each mark by the number of cases in an area, and color by the rate of cases per capita. Zoom to look at the nuances of a neighborhood of a city. Select a few states to understand trends in a region. Add

United States Census data to add a richer dimension to factors that could impact your success.

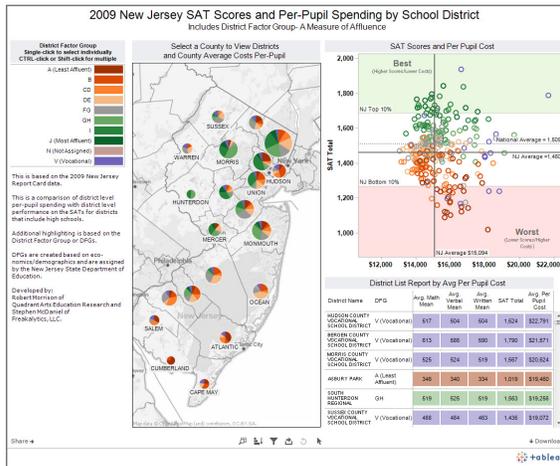


**Figure 2: Crime in Washington D.C.**

Allow viewers to drill down into maps that maintain relevant levels of detail, such as names, streets and borders to orient the viewer. This map illuminating crime in Washington D.C. during December 2009 shows the specifics of what was happening in the sixth district.

## Add maps to your dashboard

Maps reveal trends and outliers that cannot be easily detected from other forms of visual analysis. When combined with other charts on a dashboard, maps create a powerful driver for faster, better insight than ever before. Maps can even be used to filter other charts in the dashboard, quickly suggesting paths not previously considered that accelerate your ability to make informed decisions.



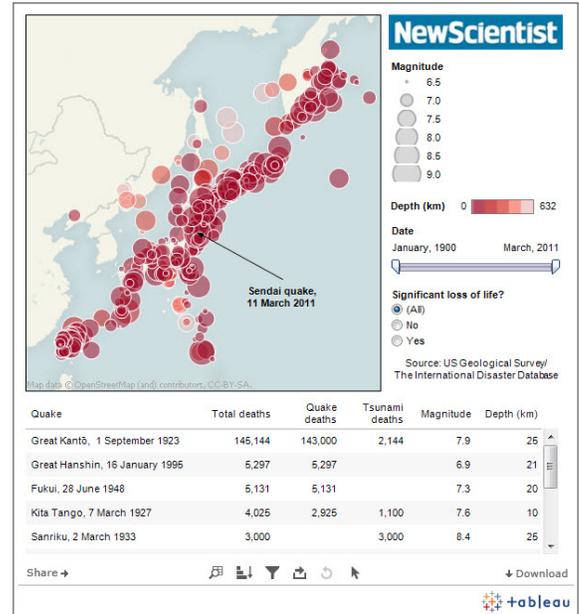
**Figure 3: Student SAT performance in New Jersey**

The proximity of maps and related information on dashboards helps link the role different factors have on outcomes. Use this dashboard to better understand the patterns between spending per pupil and other demographic factors on SAT performance.

## Tableau puts your data on the map

Mapping data is one of the many ways Tableau Software helps people see their information in relevant, insightful ways to make better decisions. Tableau's

next-generation business intelligence solution is easy to use and affordable to deploy. In addition to dozens of built-in mapping features, Tableau supports custom geocoding and your own web map service (WMS) when these offer a better solution for you.



**Figure 4: Earthquakes in Japan**

Maps provide an intuitive way to orient the viewer around the importance and magnitude of data. Zeroing in on the earthquakes that have occurred within the past ten years in Japan provides a strong indicator of how prevalent they are in this region.

## About Tableau

Tableau Software helps people see and understand data. Ranked by Gartner in 2011 as the world's fastest growing business intelligence company, Tableau helps individuals quickly and easily analyze, visualize and share information. With more than 6,500 customers worldwide of all sizes and across industries, Tableau is used by individuals throughout an organization, in an office and on-the-go. See the impact Tableau can have on your data by downloading the free trial at [www.tableausoftware.com/trial](http://www.tableausoftware.com/trial).

## About the author

Malia creates content that showcases the value of Tableau. What she loves most is meeting customers who are excited to share the amazing ways they use Tableau and the impact it's had. Malia has over 15 years of marketing and strategy experience in the technology industry. At IBM, she led product marketing for the data integration, data quality, and master data management products as well as developed growth plans for emerging market countries. Prior to IBM, Malia worked in venture capital, consulting, and investment banking where she evaluated and developed business plans, marketing strategies, and financing scenarios. Malia earned her M.B.A. at Duke University's Fuqua School of Business and her B.A. at Wellesley College. @maliahardin