

# Online Mapping: Data Visualization Tool to Turn Information to Insights

*Online mapping with Topo.ly translates Excel data information into insights. They found out how to achieve clear data analysis after they create a map.*

NAPERVILLE, ILLINOIS, UNITED STATES, October 28, 2013 /EINPresswire.com/ --

The challenge that many business leaders face is not in gathering information but in bringing insights to the information gathered. They usually turn to value-added tools that present the information into something that is easy to understand and use while facilitating business decisions in different areas. Instead of turning to boring software and programs that

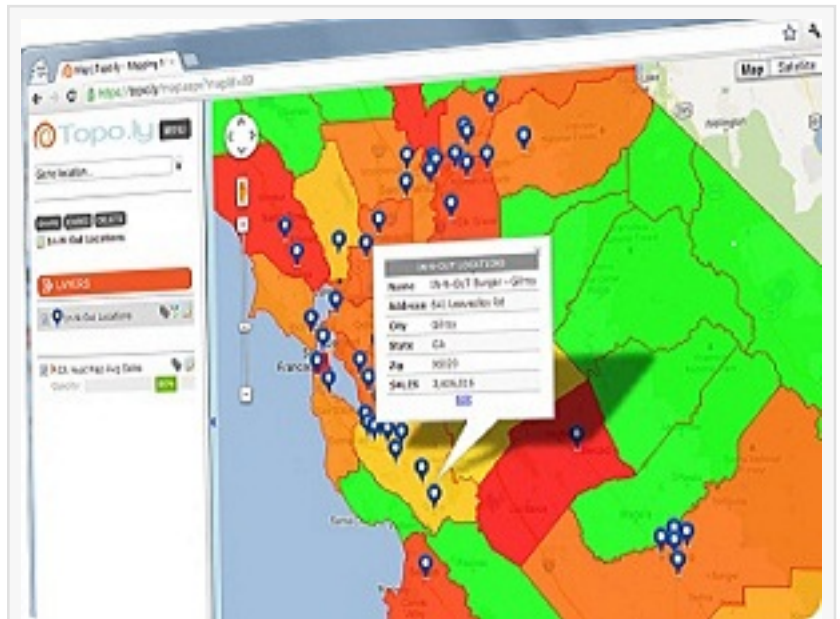
only make matters more complicated, they turn to online mapping. Topo.ly's maps for instance are particularly useful for translating information into smart insights. At a glance, the [data visualization](#) it presents delivers patterns and relationships among map points. When address locations data are plotted on a map, connections between each points can be analyzed faster and more accurately.

“

You folks have a great piece of software here. I was able to create a useful map within a few minutes of opening an account.”

*Tom Haydon*

Tom Haydon, a business professional who uses Topo.ly as his top application, came up with actionable insights right after he [create a map](#) using Topo.ly. He said, “You folks have a great piece of software here. I was able to create a useful map within a few minutes of opening an account.”



Heatmap in less than 5 minutes

## Online Mapping - Delivering Data Understanding to the Next Level

The true value of extracting meanings from address locations data does not end in finding information. The challenge lies more on how to deliver it and how it can be useful to the business. Topo.ly's online mapping features make it achievable for the users to create a map and

deliver [Excel data](#) understanding in the level that is being understood by their clients and customers.

## Add Multiple Address Locations Data Layers

Topo.ly Plus users can add unlimited address locations data. Topo.ly believes that by adding more data sets, more insights can be found based from multiple locations data.

## Heatmap

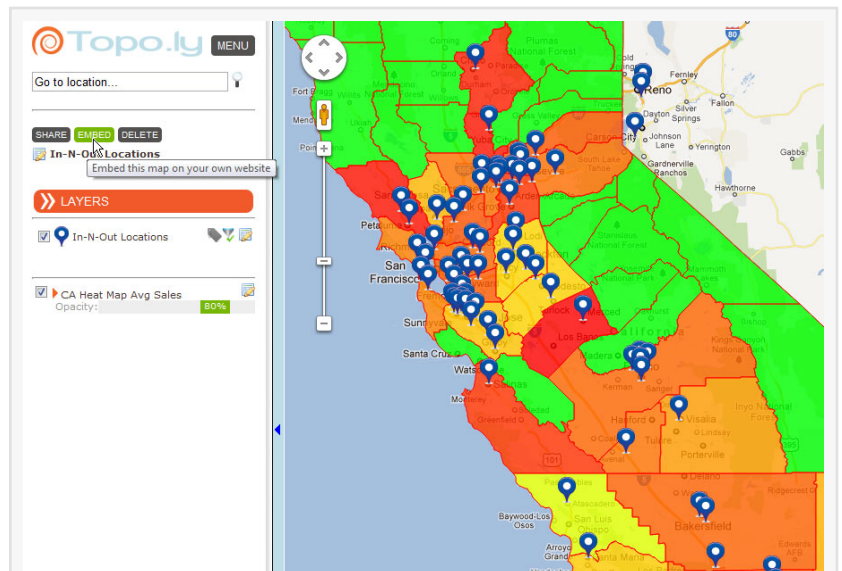
How does Topo.ly's heatmapping feature became sought-after? Most entrepreneurs found out how deep the analysis they can be taken after creating heatmaps. For instance, a startup entrepreneur may want to create a strategic planning based from county-level address locations data on several sectors. He can draw heatmaps in less than 5 minutes to compare business opportunities in different regions, zip codes and others. He can create several different maps to show how other industries can be affected by his decision making and in which regions he should target his sales and marketing efforts.

## Customized Map Markers

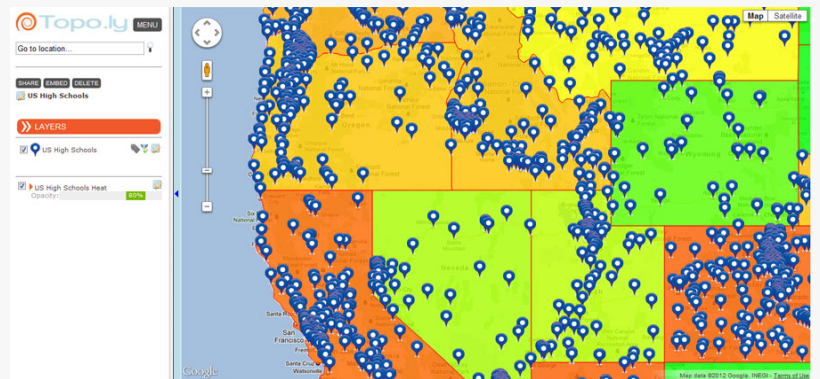
Visuals are powerful. Displaying analysis in a mapping format adds impact and brings clarity where words often fail. Topo.ly online mapping tools help the users to understand and remember the information as they create a map with customized markers. By doing this, they can distinguish the relationship and the patterns of their geographical locations data.

Business professionals need to go beyond providing the amount or the quality of the information they find. With Topo.ly's online mapping tools, they can provide insights from address locations data information. As their clients create a map, they can immediately understand what it means to them.

Margaux Dela Cruz



## Embed maps on website



Topo.ly has a wide selection of territory boundaries that can be used

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