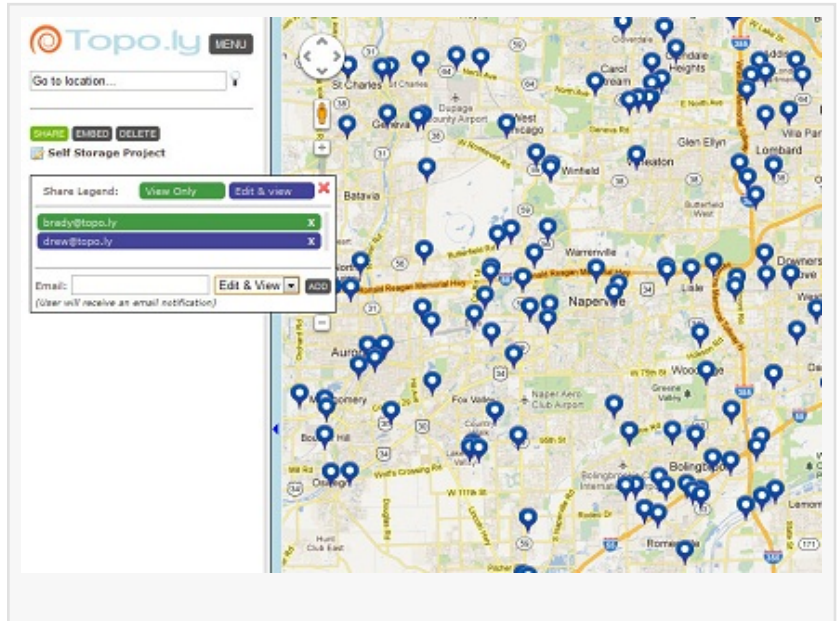


# Understanding Excel Data: The Winning Edge in 2014

*Understanding Excel data is the new passport to achieve success in 2014. Topo.ly online mapping tools help them to achieve this goal and more.*

NAPERVILLE, ILLINOIS, UNITED STATES, December 18, 2013 /

EINPresswire.com/ -- A recent study by Gartner and Financial Executives Research Foundation revealed that for the current year, almost 60% of company CFOs admitted that they have spent millions just to understand data. The main reason is that they are after useable information that can be extracted from terabytes of data. Information that can be analyzed can be very beneficial to decision-making. These company heads have identified the necessity of understanding data especially when running a company.



“

Thanks Topo.ly for making what I thought would be a mega job into something so easy!”

*Inez Steele, Realty Guild*

Topo.ly is at one with thousands of companies to understand data. Its [online mapping](#) tools can be used to help them experience success early next year. The easy create-a-map tools help them understand huge amounts of [Excel data](#) in just a few minutes. As companies involve in map-making, they understand their data even more. Inez Steele from Realty Guild says, “Topo.ly is the easiest, most

affordable and most flexible mapping solution for my web site I could find. Within 30 minutes I had my map up and when I hit a snag, customer service was right there to help. Thanks Topo.ly for making what I thought would be a mega job into something so easy!”

## Online Mapping Features for Excel Data Understanding

Companies that use Topo.ly for better data understanding fully get and understand data information. Its features are easy to use that they can [create a map](#) in an instant. The maps

present in-depth data analysis that can be very helpful in forward thinking solutions such as:

Sales statistics  
Business status  
Customers' behaviors

The following online mapping features are some of the most sought-after that users apply to create a map for better data understanding:

### Sharing Maps Real-Time

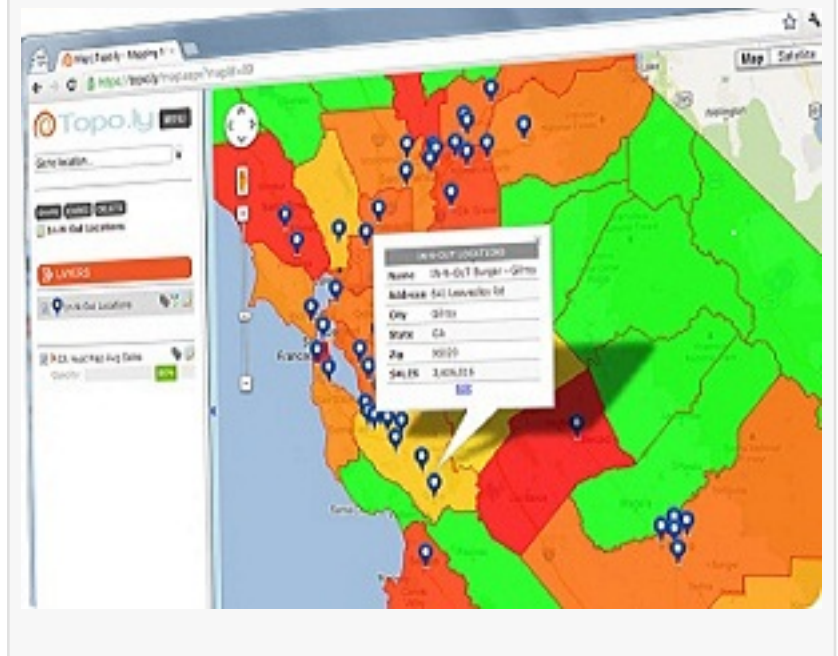
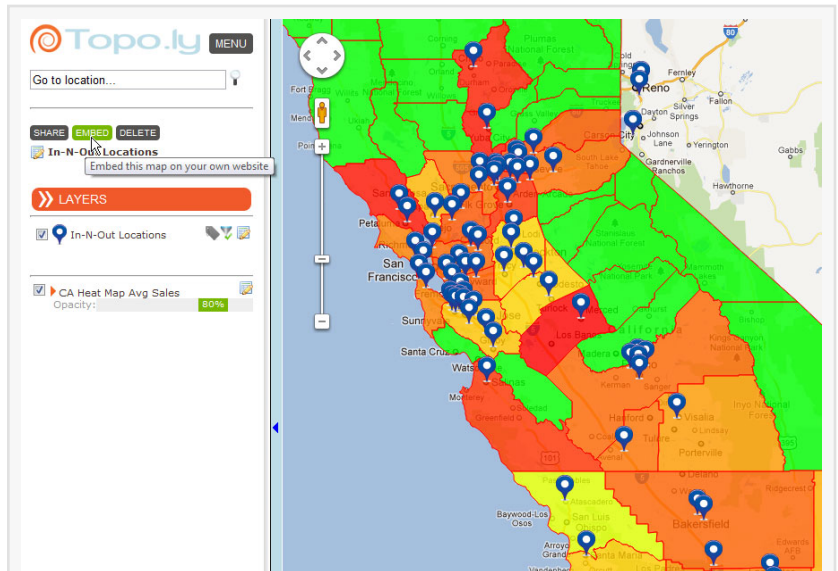
When maps are not widely shared within the company, business leaders may miss out on important details to improve their business. Thus, the ability to share the maps in a few seconds is one of the many great features of Topo.ly. Companies are attracted to this feature because it enables them to share and report their data in near real-time. Maps are shared to department heads where they are update and edit the maps immediately. This can provide a huge advantage because ideas and insights can be shared across decision makers real time as well.

### Understand map points and data sets

Topo.ly online mapping allows its users to add unlimited data sets to maps easily. This feature is essential, especially when the company needs to see the relevance between two or more data sets. For instance, a company may want to do some in-depth data analysis on the correlation between its suppliers, retail outlets, customers and distribution centers. Looking at a bunch of maps at same time can get confusing. But by plotting each layer onto a single map, analysis will be better and easier.

### Customize map markers

Data analysis is made even better when maps are seen with different map markers to represent



data sets. Map markers assigned to different data sets can bring out more meaning if they can be customized. Topo.ly Plus Members are entitled to change the colors, shapes and sizes of their markers. They can even customize markers by uploading their own images. Maps can tell exciting stories while giving attractive data visualization with the help of customized markers assigned to represent different location sets.

Companies can definitely attain winning edge in 2014 and even beyond if they start to create a map using Topo.ly online mapping applications and geocoding techniques.

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