

Discover Meaningful Patterns in Complex Address Locations Data

Written by Australian Business

NAPERVILLE, IL, August 27, 2013 /**24-7PressRelease**/ -- With the onset of complex address locations data, one business intelligence tool has been developed that can be very useful to many businesses. Topo.ly stands out as a leading online mapping tool. Its premise is to be the most practical and the easiest tool to help businesses save time in analyzing data in half the time.

Topo.ly helps businesses especially those with minimal specialized training to analyze and discover meaningful patterns in complex address locations data. For five years, it has been consistently building tools to help anyone to create a map to figure a pattern from their data. Its features are developed to aid companies so they can use the patterns to better manage their business. Benjamin B. from the University of Maine Facilities Management says this about Topo.ly: "This is a powerful tool for anyone trying to manage a large number of mapping points! Other mapping systems on the web just don't compare-Topo.ly is where it's at!"

Strategies for De-Cluttering Complex Address Locations Data

Apply Filters for Custom View

Map filters allow the users to show or hide locations on the map according to distinct characteristics. This feature is mostly used when doing customers segmentations. Once the customers are segmented, filters can be applied. The power of filters, analysis can be easily drawn from visibly seeing important points such as:

High sales locations
Geographic trends
Optimization options
Future strategies

Showing Information on a Bubble

Bubble says everything about an address location. Looking at a map with only map markers may not reveal all the information necessary for analysis. But clicking a marker to show the bubble reveals everything. Aside from the name and address of the location, it may also contain:

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Photos of the locations
Active links
Person in Charge (Store Managers, Area Manager, et.al)
Sales
Population

Adding Multiple Address Locations Layers

This feature is considered by most users as the shortcut to data understanding. This is a powerful tool that empowers the users to transform maps into visual analysis. They also give the ability to change the look of different locations on the maps. By adding layers, Topo.ly users are able to:

Transform maps into visual analysis
Change the look of different locations on your map

Topo.ly Online Mapping is packed with more features to help the users create a map and understand complex address locations data fast and easy.

Topo.ly develops tools to transform analysis into a visual experience. It's mapping technology is one of the most powerful ways to visualize data from Excel spreadsheets to optimize logistics, enhance market planning, identify growth opportunities, or mitigate market risks. Topo.ly leads in data simplification and presentation and is committed to delivering the tools businesses need to outpace competition.