Map Software: A Business Man's Tool for Data Analytics

Data analytics is no longer a buzzword, thanks to Topo.ly online mapping. The map software provides insightful tools to help the business extract ideas and insights that are useful to keep the business going.

Naperville, IL (prHWY.com) September 25, 2013 - Without data, many organizations would never survive in the growing global environment. Many wonder what will happen when businesses have too much data; will it lead to success or to failure? The indisputable answer is that it depends on the tool that is used to provide information even from a huge lump of data. Successful business owners use Topo.ly map software to help them unearth important information from their multiple address location data. Topo.ly helps users create a map using the best mapping technology. Companies from different sizes all over the world trust in this mapping application for data analytics because they can understand their data's ultimate value in half the time.

Benjamin B., head of the University of Maine Facilities Management, is one of the many people who trust Topo.ly online mapping to help him with data analytics. He said, *"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!"*

What Topo.ly Map Software Offers to Help Users for Data Analytics

Create a Map in a Flash

Topo.ly Standard members can create a map for free. They simply need raw data of address locations saved from Microsoft Excel spreadsheets. Topo.ly's newest map making application helps the users to build maps in 3 minutes or less.

Add Unlimited Multiple Address Location Data Set

Topo.ly Plus version subscribers are allowed to add unlimited address location data. This process enables the users to define exceptional data visualization at its finest. By adding more data sets, they are able to compare each data set to identify connections.

Heatmapping

Heatmapping using Topo.ly's map software can be done in less than 5 minutes. It is designed with the intention of achieving smart market analysis in half the time. Heatmaps created with Topo.ly make a lasting visual expression since it can be done as they create a map by percentile. It helps both the users and the viewers identify what locations need more focus and what address location data sets have garnered the most number of sales. Topo.ly offers a complete line of territory sets that can be used for USA marketing analysis. Its list is complete for mapping zip codes per state, counties per state, 3-digit zip codes, states, and many others. Topo.ly also has a wide list for international boundaries like United Kingdom, Canada, Chile, Brazil, Belgium, France, Germany, Switzerland, Japan, India, China, and many more.

Customized Map Marker

Topo.ly Plus members can create a map and assign customized map markers for every address location data set. This makes data analytics interesting as well as igniting more ideas for analysis. The more attractive the map visuals are, the more the it stimulates exciting ideas.

Data analytics using a smart map software like Topo.ly remains to be a new and lasting fact of business life. It provides different strategies in place for managing large volumes of both structured and unstructured address location data.

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