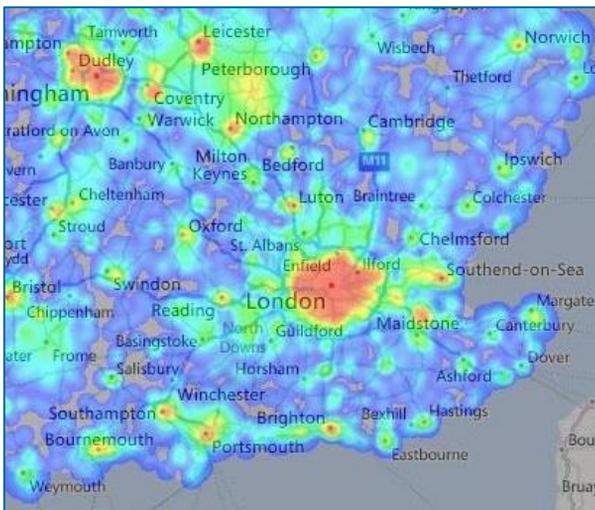


DATA VISUALISATION WITH MAPCITE

MAPCITE is a location intelligence software company committed to helping organisations gain more insight from their data. MAPCITE products have earned a reputation for innovation, ease of use, speed, and the highest quality user experience. MAPCITE software puts the ability to analyse geographic based data in the hands of ordinary users. This means that analysing geographic based data does not require expensive applications and specialist resources as have been needed traditionally. MAPCITE applications can be deployed on your premises or provided on a Software as a Service (SaaS) basis. In both cases users access the application using a web browser.

What is Location Intelligence?

Location Intelligence provides the ability to examine and comprehend data through geographic relationships. At its simplest level, you can visualise single sets of data geographically. For example, you might want to see the how prescribing rates for particular drugs varies across the country. Clearly you can see this information from tabular data – but your ability to comprehend that data increases significantly if you show that data as a heat map as we have below.



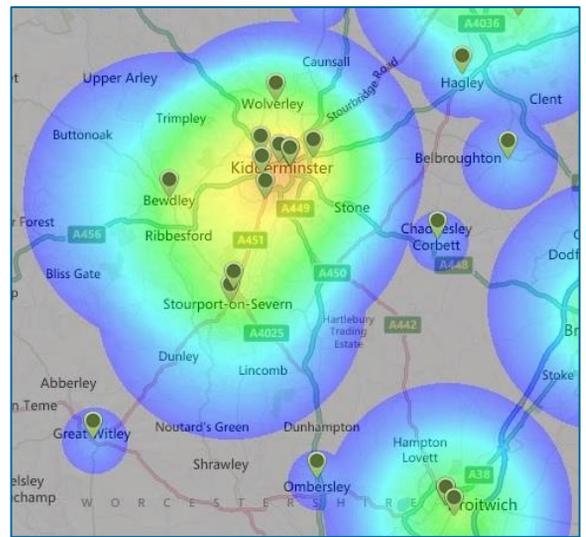
Location Intelligence applications can transform large amounts of data into colour-coded visual representations that make it easy to see patterns and trends. The ability to visualise data on a geographic basis allows us to begin to understand relationships in our data that are not obvious from looking at a simple list.

0.1 mi

SHA Q23
PCT SPD
PRACTICE
practice Name
BNF CODE 0803041B0AAAAA
BNF NAME Anastazole_Tab 1mg
ITEMS 12
NIC 19.32
ACT COST 17.88
QUANTITY 336
PERIOD 201211



Close



By placing markers on the map for each of the underlying pieces of data, you can drill down in to the data in areas of interest. Here we are showing the Practice Name (removed for this document), the drug prescribed and the volume in the specific month.

Using MAPCITE’s marker analytics tools, you can investigate the proximity of other marker pins such as the distance of one GP practice from another.



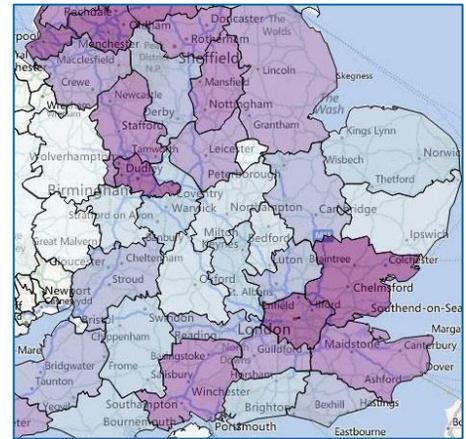
“MAPCITE offers the ability to bring together a number of data sets in one visual format to enable debate and discussion for commissioning decisions and further analysis.”

Natasha Roberts - Head of Public Health Intelligence – NHS Eastern and Coastal Kent

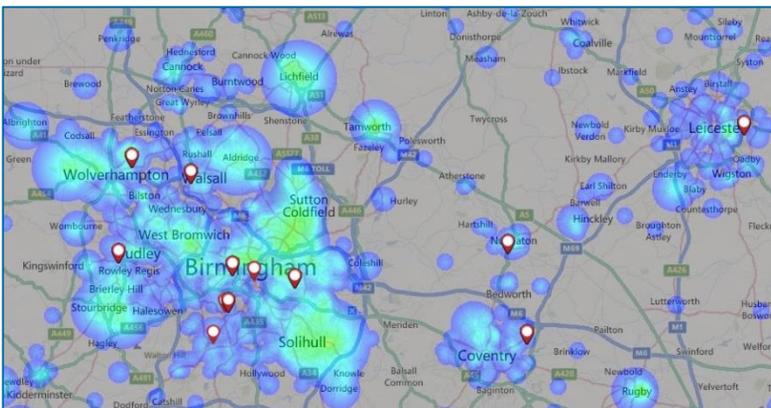
DATA VISUALISATION WITH MAPCITE

Sometimes, you might want to aggregate data together in to a geographic area such as County. MAPCITE software makes this very easy. Selecting the dataset, the geographic boundary type and using a Choropleth style, you can generate a so-called Thematic map, showing the same data as used in the heat map. This is displayed as colour coded shapes such as the one on the right.

So far we have given examples using single data sets. However, you may want to be able to visualise two datasets at the same time. For instance, the location of your clinics and their respective attendees.

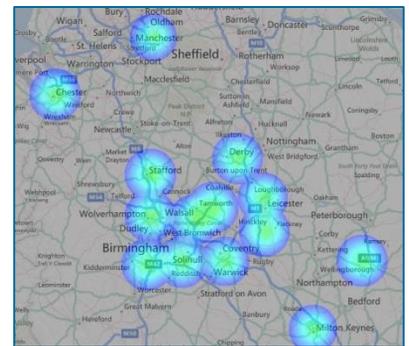
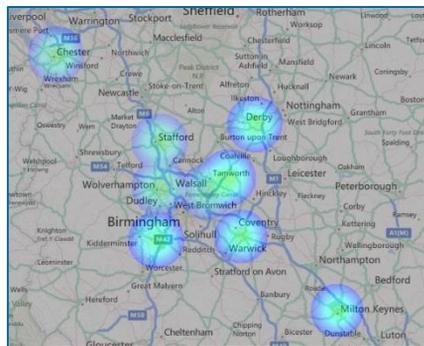
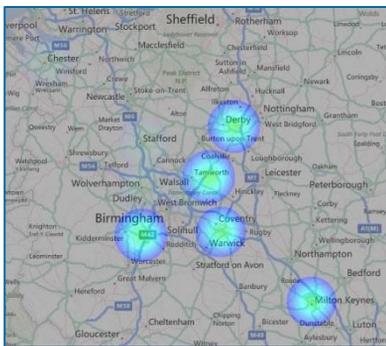
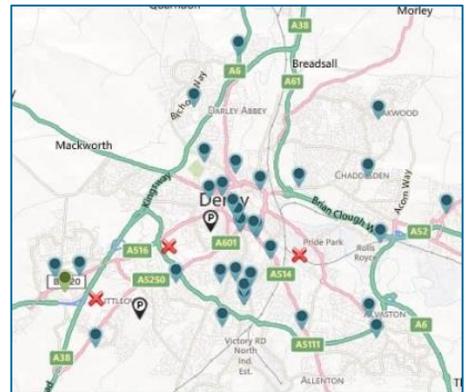


The illustration below shows how you can place multiple pins on the map at the same time, using different markers.



In the example above, we have used pins for one dataset and a heat map for the second data set.

Taking this a stage further, perhaps you have data for different time periods. MAPCITE software allows you to create an animation of time based data, helping you visualise how things have changed over time.



MAPCITE has a range of products to meet differing requirements. If you wish to explore the MAPCITE software further and find out how easy it is to use, please contact us by phone or email using the details below.



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