CartoDB launches One-Click Mapping, the mapping revolution

SUMMARY

Our brand new functionality will analyze your uploaded datasets and make suggestions of columns to visualize, offering you a selection of ready-made maps the moment you upload your dataset. The platform will now give you a variety of sample maps to choose from, tailored to fit your visualization needs.

Remember the days before cell phones, when you used to have to wait around at home to take a call? Or when the only way you could buy books, groceries, and clothes was by physically going to a store? Or when you had to select the best way to visualize your data on a map by clicking through various options yourself? No more.

CartoDB One-Click Mapping has landed. CartoDB already let you jump from datasets to shareable, web-based data visualizations in a matter of seconds. With One-Click Mapping, that jump is even shorter.

Our brand new functionality will analyze your uploaded datasets and make suggestions of columns to visualize, offering you a selection of ready-made maps from the moment you click over to the dashboard. The platform will now give you a variety of sample maps to choose from, tailored to fit your visualization needs.

You'll be able to scroll through the options to see which visualization will tell the best story about your data without having to do all the investigation yourself. And, of course, the map you choose will remain fully editable, allowing you to make all the fine tweaks your heart desires.

Building One-Click Mapping has been extremely fun for us because we have not seen anything like this before. Even more fun has been seeing it in action and looking at the time we save you by writing code to analyze your datasets!

One-Click Mapping helps with the initial design of your maps by identifying the columns in your datasets that are best suited for mapping, based on some basic rules of thumb for data visualization.

For example, datasets that contain a timestamp column weigh in favor of visualizing with spatio-temporal Torque maps. If we see that another column has very few nulls and several unique values, we'll suggest a category map. And with just one click, you have access to these pre-styled maps!

For numerical data, our analysis looks at the shape of the histogram to identify the quantification method (which calculates the width of bins for a histogram) that should apply. If the data is highly clustered the algorithm will favor a choropleth map over a bubble map. For choropleths, if the data peaks in the center or on the edges, we apply a divergent color ramp like you see for election maps. Data that falls to the right, left, or is flat gets a sequential color ramp.

Want to use it? Just log into your account and create a new map! Once created, you will see the suggestions dialog in the lower left of your map.

We're excited for you to try out this feature today; give it a go and let us know what you think of it! This is only our first implementation of the feature, so watch this space for announcements about smarter mapping. This is just the beginning!

QUOTES

> "A lot of times people miss how valuable location can be to communicate things. If you can connect information to geospatial data, people can understand how its affecting their daily life and really interact with the data. What our tool did from day one was solve the problem of making maps, but now we're taking that extra step to show people that there's a lot more in their data that they can map. Now businesses can input the data that they have no time to dig into, and this allows the reporting to happen in a more timeless way."
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> — Andrew Hill, Chief Science Officer of CartoDB

IMAGES
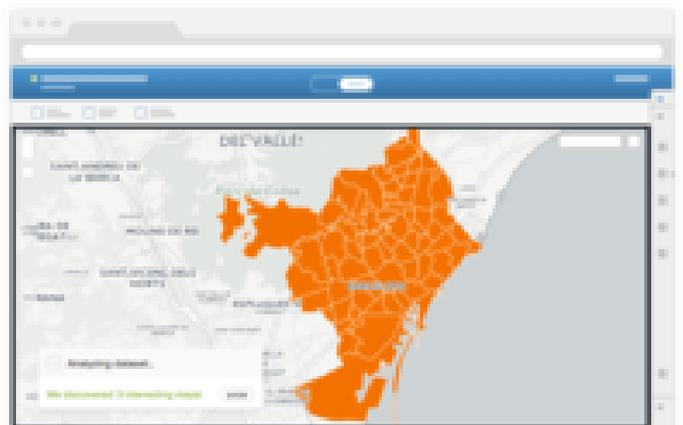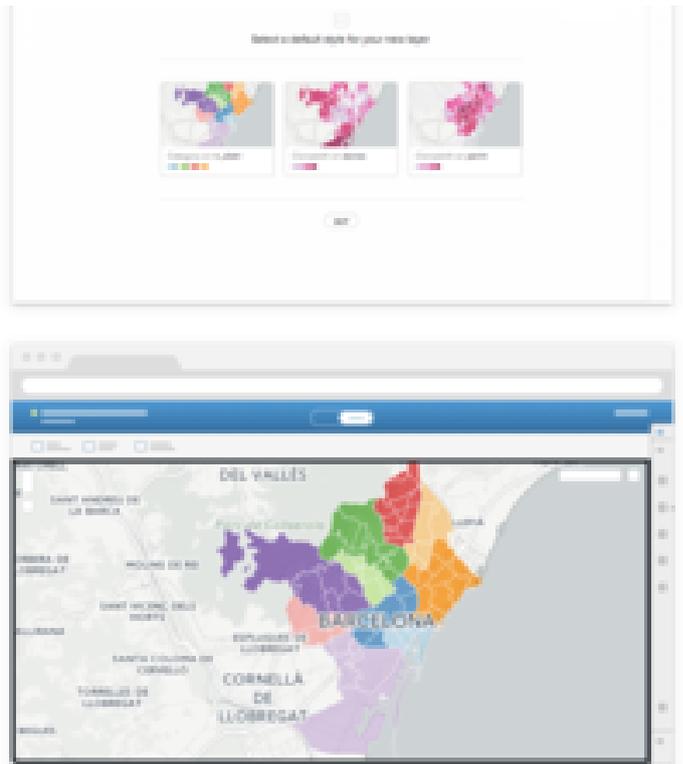
ABOUT CARTO

CARTO leads the world of location intelligence, empowering any organization and individual to discover and predict key insights through location data. With CARTO's intuitive location intelligence platform, analysts and developers build self-service location based apps that help optimize operational performance, strategic investments, and everyday decisions.

Founded in 2012 by a team of experts in geospatial development, big data analytics, and visualization techniques, CARTO is based in New York and Madrid, with additional locations in Washington D.C., London, and Estonia. CARTO has a team of 100 employees, a portfolio of 1,200 customers including BBVA, BCG, NYC, Twitter, and Vodafone and more than 200,000 users over the globe. The company is backed by investors such as Accel and Salesforce Ventures.

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