SVB MAPPER

USER DOCUMENTATION

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Contents

1. Welcome to SVB Mapper

This user documentation is written to assist you to use the full features of SVB Mapper™. A comprehensive geocoding and mapping add in to Microsoft Excel®.

You can use it with the full features of Excel® and also have complex analysis and visual representation of your data associated with it.

2. Familiarity with the interface

Upon successfully installing the COM add-in, It shows up in the menu bar of Microsoft Excel® with its own ribbon on the interface.

3. Licensing and registration requirements

Note: With an exception of the number of geocodes that you can perform, SVB Mapper™, including its trial version comes with full functionality.

The "Set license" interface will walk you through the process of purchasing a licence or procuring a trial licence. You will need Bing key to be able to display the data on Bing Maps or geocode using Bing (Bing is the primary display engine). As SVB Mapper uses Bing and OSM (Open Street Map), you can extend the geocoding limits imposed by Microsoft over Bing only services.

Copy and paste the Bing key in the space provided. Simple and easy to follow instructions are provided in the pdf document available at SVB Mapper™ website.

4. SVB Mapper ribbon explained

Show and hide map control, toggles the display of the map. Your geocoded data from multiple sheets can be displayed on this map.

This show and hide layer control, toggles the display of table of contents on the map. You can control the render colour with the help of this control.

Helps import of a gpx file. GPX (the GPS eXchange Format) is a data format for exchanging GPS data between programs, and for sharing GPS data with other users.
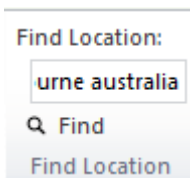
This find button against input text will help you to centre the map and zoom to your desired location.

This button performs geocoding from the address data using an easy to use wizard driven interface.
This also helps you to add pre-geocoded data to map through the same wizard.

You can capture the screen from the menu. You can then include the map in any of your favourite software that allows pasting of copied images.

All the images are produced without any hidden objects or watermarks. This is Including our trial versions.

Allows you to select the features by drawing a polygon or buffer.
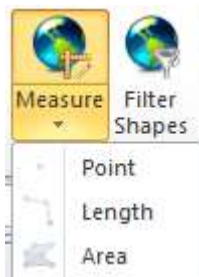
Provides you with the coordinates of a point, length between a set of points or polyline and an area of a polygon.
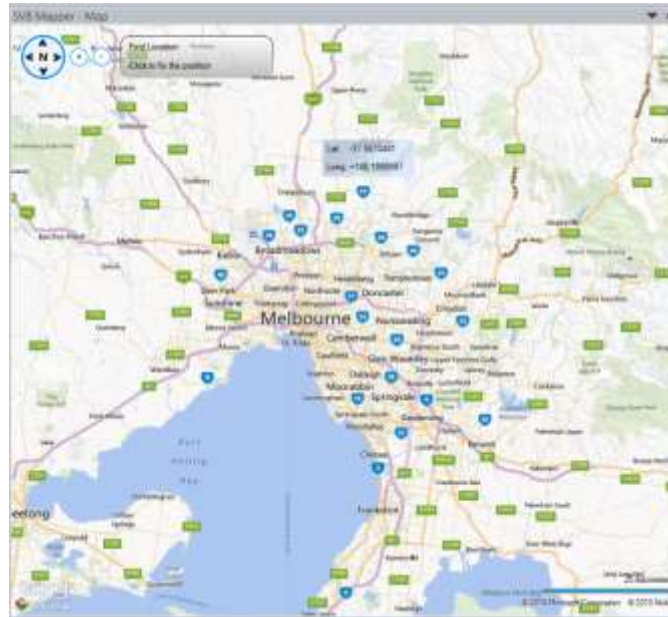
If you perform selection in Microsoft Excel®, you can then display the selected set of points within the map .
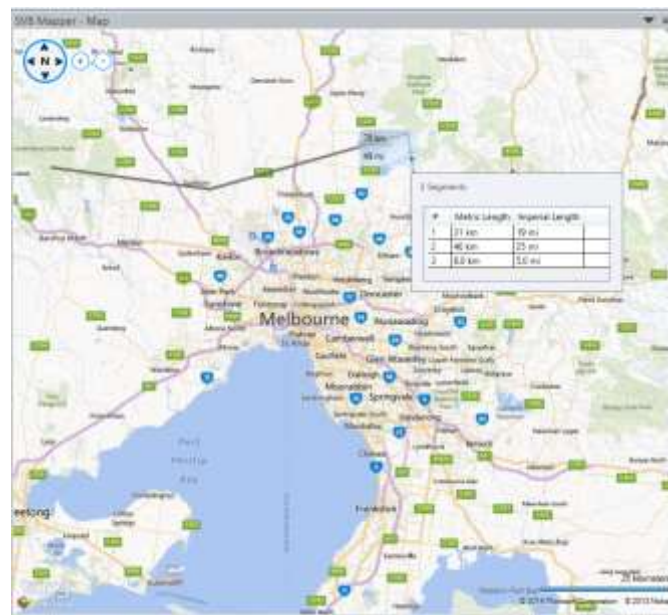
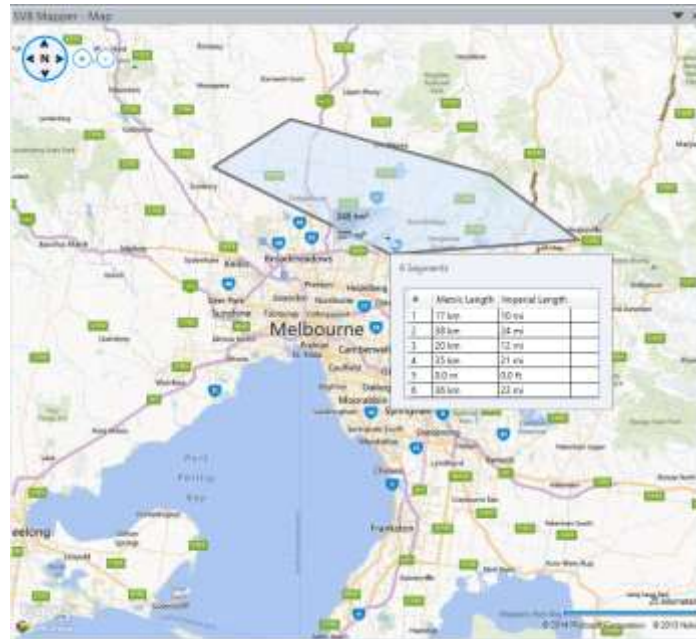Helps with the licensing and management of Bing Keys.

5. Measure Explained

You can measure point, line (length) and polygon (area) using the measure tool. The tool also shows you segment length.
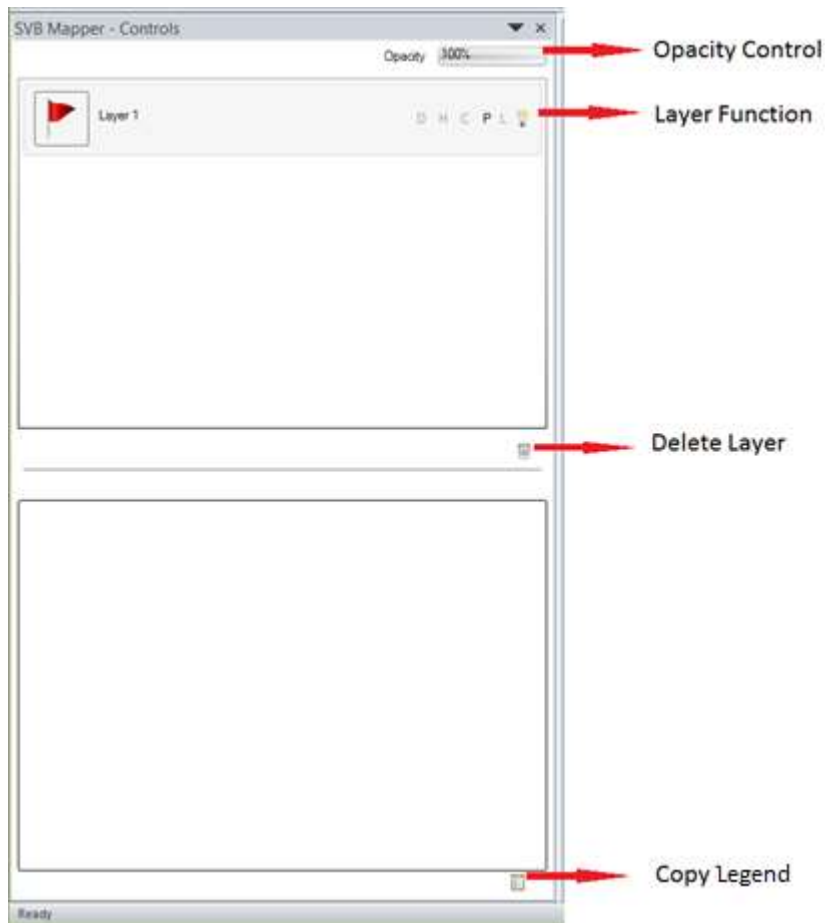
Measure Point

Measure Line

Measure Polygon

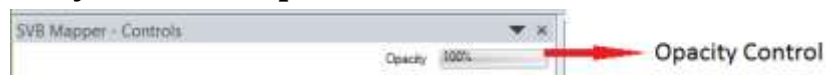## 6. Table of Content explained

The following is table of content control that is displayed (toggle on/off) when you click layers show/hide button.

It has four main areas.

a. Opacity Control explained

You may be working with a large number of excel sheets and geocoding the data to perform comparative analysis. At times you superimpose pins on top of other pins. They end up masking the data underneath and the visual assessment gets impaired. To resolve this SVB Mapper comes with **Opacity Control.** This control allows you to control the Opacity (or Transparency) of a layer between 0 and 100%
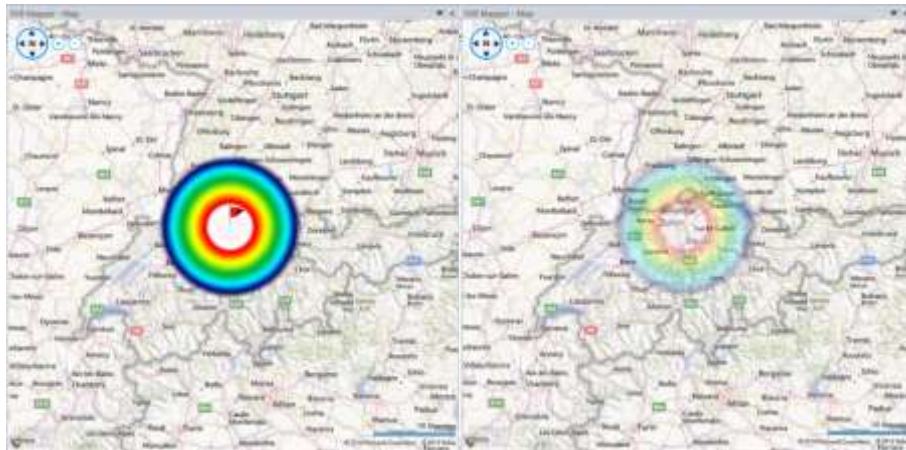
Images 100% opacity and 25% opacity compared

## b. Layer Function explained

It comprises of further options of Diagram, Heat map, Cluster, Pins, Legend and display.


i.   D – Diagram

You can use diagram (circles) instead of pushpins to be displayed on the map to represent geocoded data. The size of the diagrams can be based on a field and the colour based on a different field. Clicking the "**D**" on the layer interface allows you to choose the field. Right clicking the layer or clicking the gear gives access to additional options of setting the size thresholds of minimum and maximum or colour ramps. You can use numeric as well as text field for the representation.
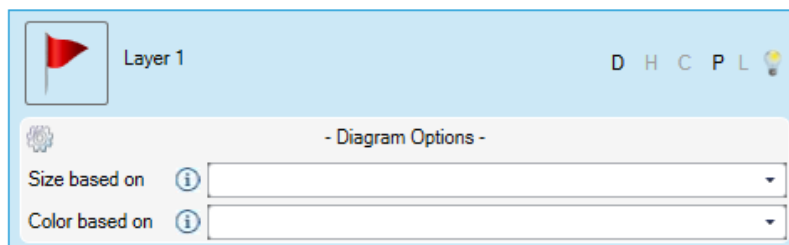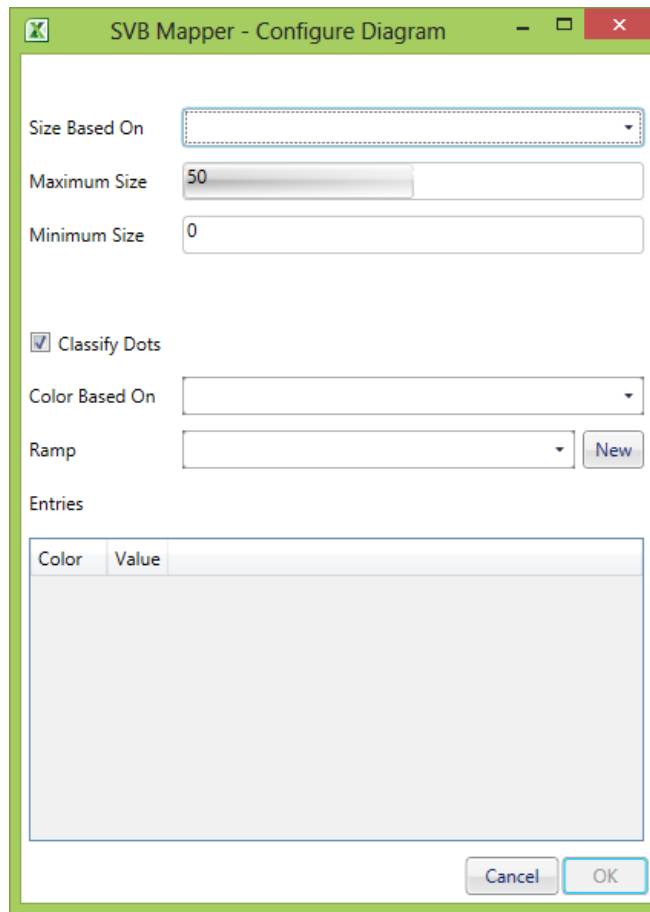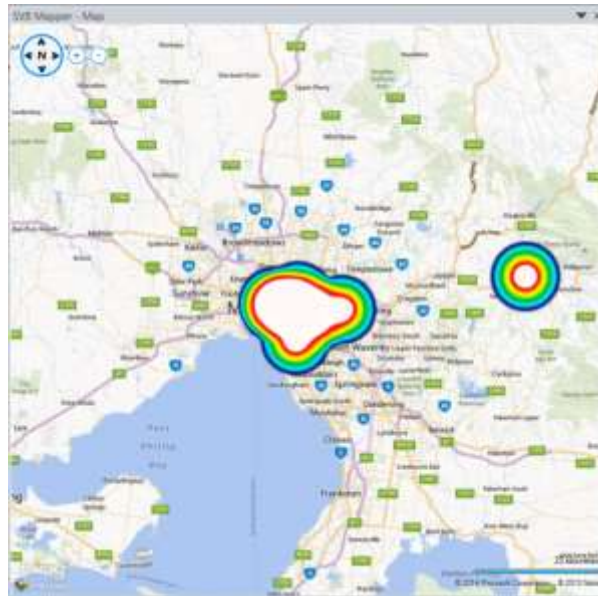
ii.   H – Heatmap

Heatmaps depict higher or lower value and provides good level indicators for comparison. For example property price, spread of a disease, crime levels in areas, temperature at locations. You can choose any parameter that may be varying across areas. SVB Mapper™ allows you to vary the size and intensity of Heatmaps to give a good comparative benchmark.
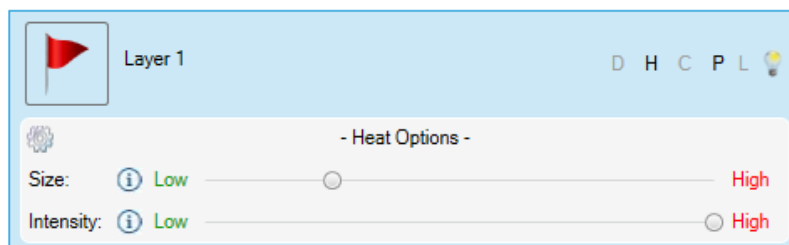
iii.   C – Clusters

It is an easy way to represent count or groups of push pins in an area. For example if you are comparing your target customers in different areas that meet certain criteria. At a glance you can understand where your strategies are working best.

iv.   P – Pushpins
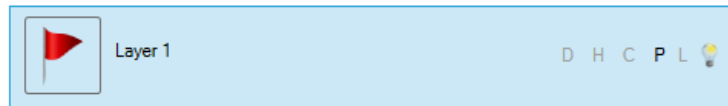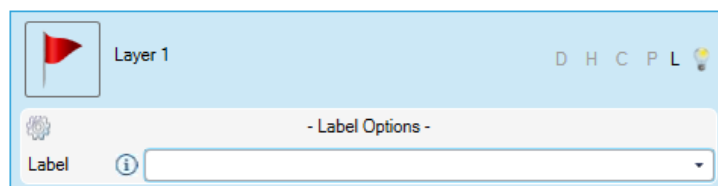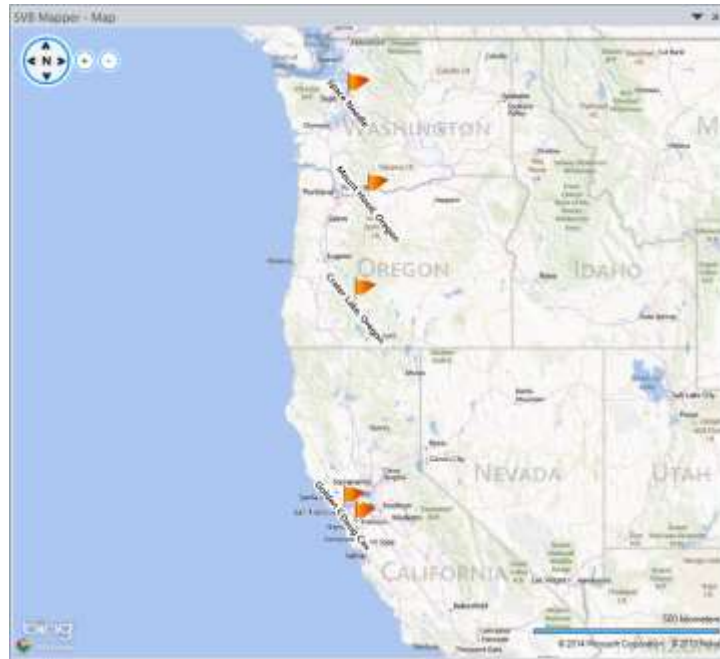
You can place pushpins in different styles and colours. A large number of collections are available which is on top of unlimited options for drawing diagrams with different colours or sizes.

v.   L – Label

This option allows you to label the map using a particular field. Comprehensive labelling options are available when you right click on a layer.

vi. ⚬ - Lightbulb
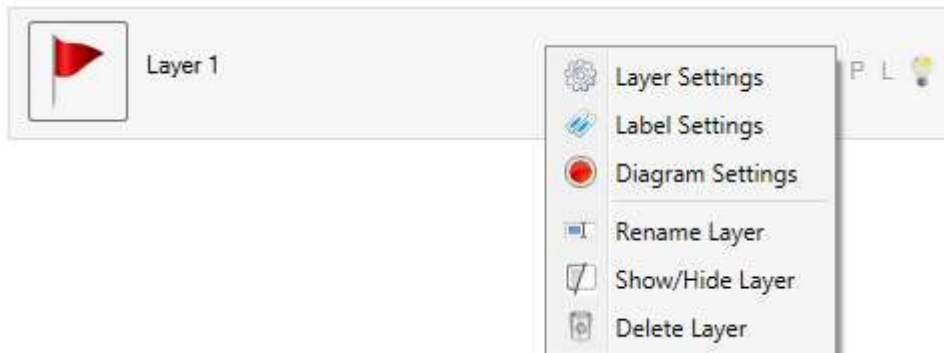
This is to turn the display of a layer on or off

c. Layer Options explained

i. Layer Settings

It allows you to change the heat intensity fields

And Symbolology

And   Clustering thresholds
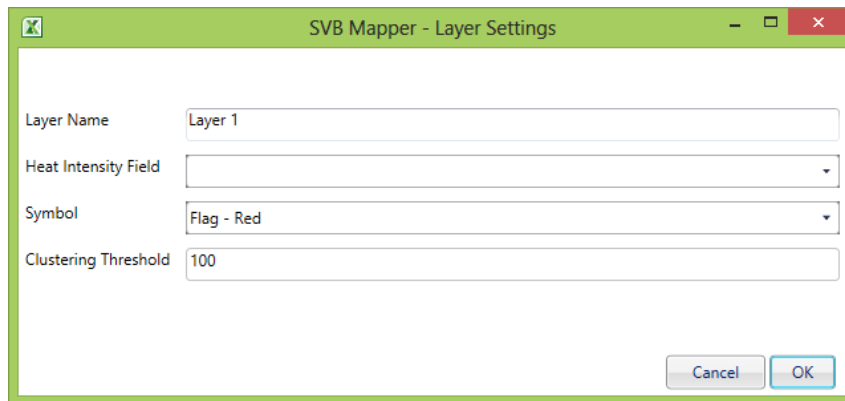
ii. Label Settings

You can label the map using field names, it allows you to change the angle of the label, font, size and halo with colour of label and halo both being flexible.
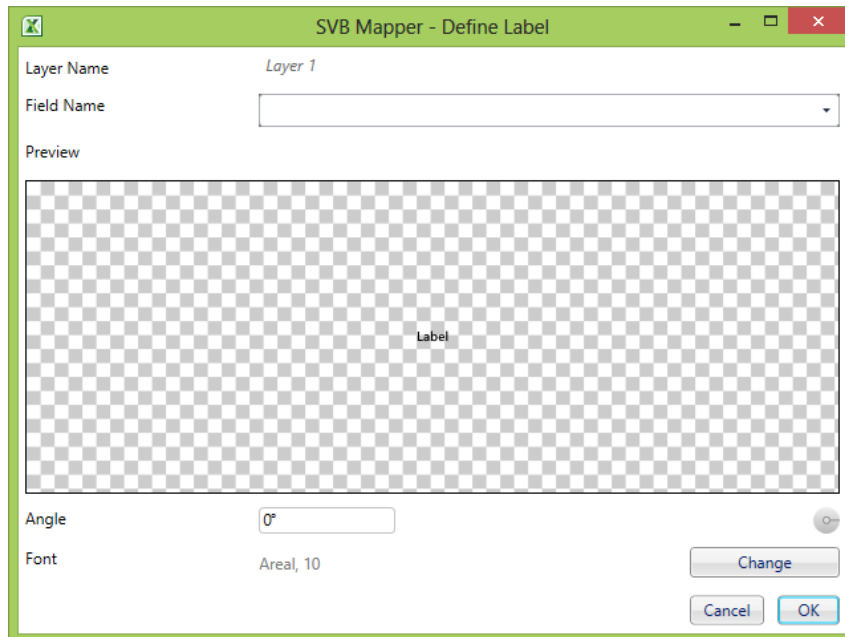
iii. Diagram Settings

The size and colour of geocoded points can be drawn by values in same or different fields (columns). You can choose random colours or ramps or define your own range or palette of random colours.

d. Layer Deletion

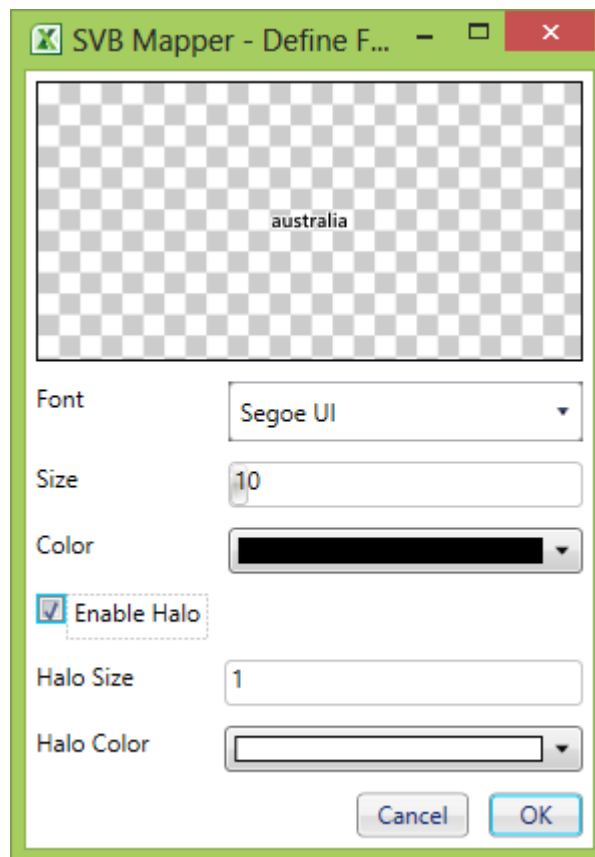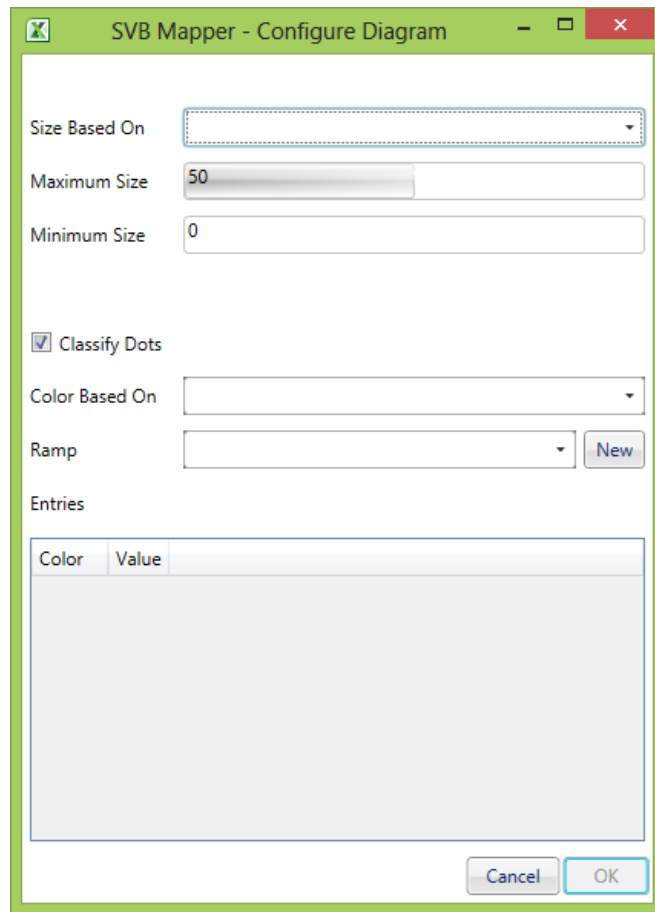Whether you have processed and analysed the data or you want to reduce the number of layers in the table of contents. There may be a situation when you do not want to deal with all the layers available. You can highlight the layer in layer table of contents and press delete button and the layer will be deleted for good. This will **NOT** delete the data on the sheet from where you started your data processing. Your core data is still safe.

e. Copy legend

Layer

Layer Name

 3067
3002
3000

▓	3101
▓	2150
▓	3139
▓	2000
▓	8005
▓	3161
▓	3128
▓	3053
▓	3122
▓	06851

If you are using drawings across many layers to depict the geocoded points, It can quickly get very confusing on what colour of which layer represents what on the ground. To simplify this we have given a handy functionality of copying the Legend by the click of a button and pasting it on a document. An example of the same is shown above.

7. Geocoding Data

You can start the process of geocoding or adding pre-geocoded data to map with Add layer button. Upon completion of the process it adds a layer to Table of Content, adds a new data sheet with the same name as layer.

Add layer button starts the wizard driven interface. You may need to select the data in Microsoft Excel® (columns or fields with the address information and rows that you want geocoded)

The selected data appears on the following panel of the wizard. You can define the row with header, which can be the first or any other row.

Note: You can use SVB Mapper to geocode the data or use pre geocoded data to be added as layer to the map.

You can then define the fields that will participate in the geocoding process. Though the address format for each country varies significantly; SVB Mapper is designed and tested to work successfully for most locations.

You can choose to use Bing and/or OSM geocoders. In some cases you may find that the geocoding is less than 100% across your entire dataset. This could be because of the error in the data or accuracy of the geocoder service in a given country or location amongst many other reasons. However, you now have the choice of results that give you higher accuracy.

You can geocode separately using both geocoders and use the one that gives better results. As it relies on Bing as well as OSM (open street map) BOTH, **you have a greater chance of success in the outcomes compared to technologies that rely solely on one geocoding service.**
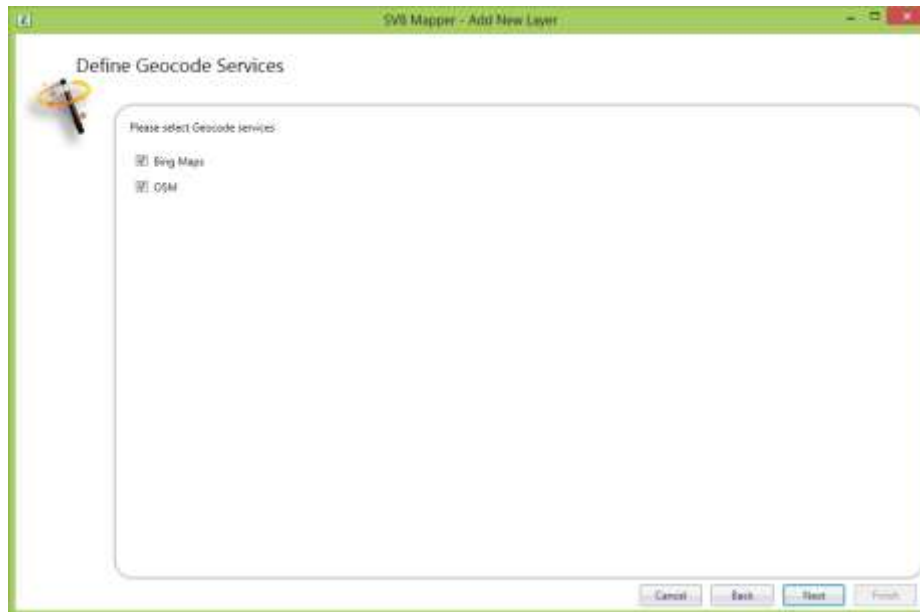
The following image shows the process of geocoding in progress, the following picture shows OSM however depending on your selection you can have Bing, OSM or both.
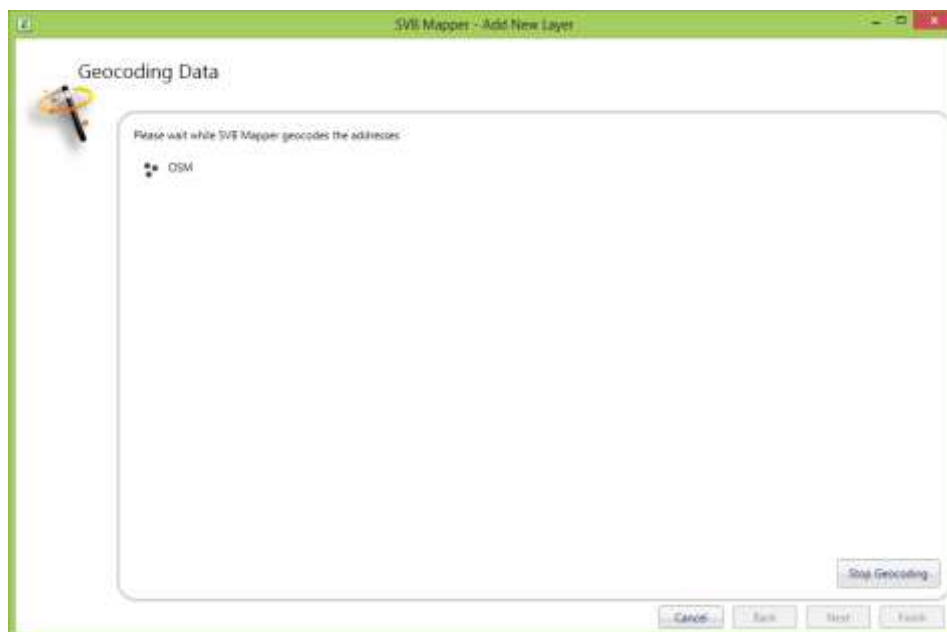
You can then chose the layer name, heat intensity field (this will allow you to create heat map using value from a particular column of values)   or a pushpin type for geocoded point.
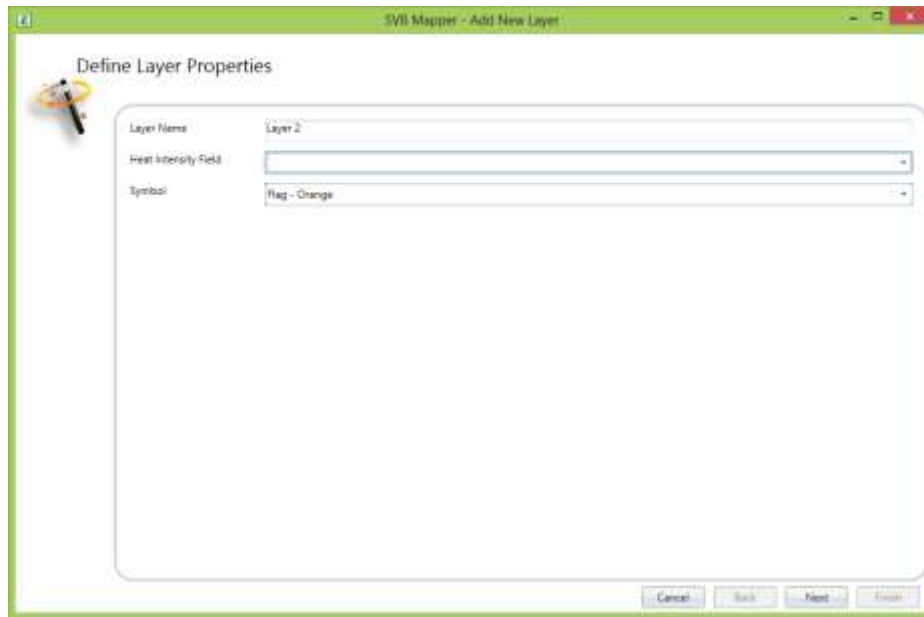
Upon completion of the process you will see the map (if the map is not displayed you can easily turn it on by clicking on map show /hide button on the ribbon. Access to internet is important at this step as Bing and OSM API is being used.

8. Display pre-geocoded or GPX Data

Import
GPX file

Import

If you have pre-geocoded data or added a GPX data to Excel

Latitude	Longitude	Time	Type
37.8202	-122.479	Golden Gate Bridge	Waypoint
37.4075	-122.116	Doug Cox	Waypoint
47.59544	-122.331	Kingdome	Waypoint
47.62122	-122.349	Space Needle	Waypoint
42.9415	-122.112	Crater Lake, Oregon	Waypoint
45.37016	-121.701	Mount Hood, Oregon	Waypoint

You can start the add layer wizard as described earlier
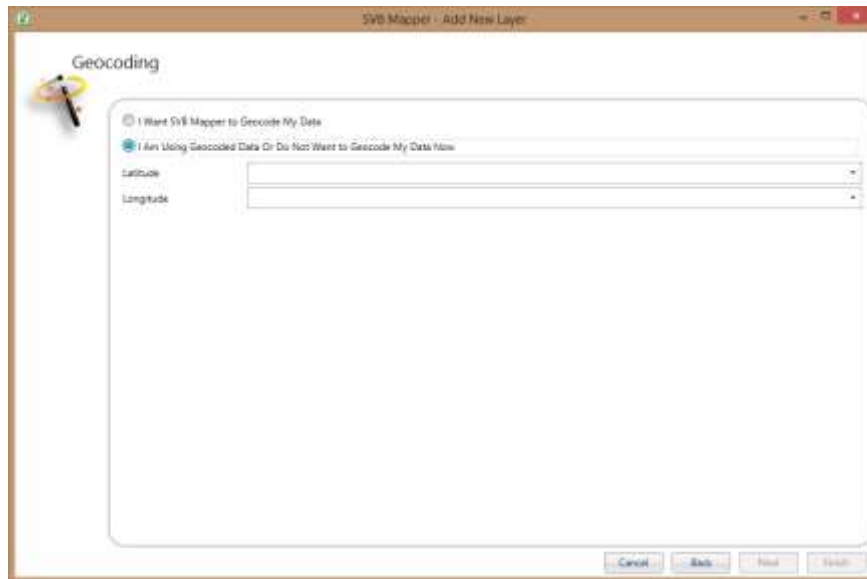

Add
Layer
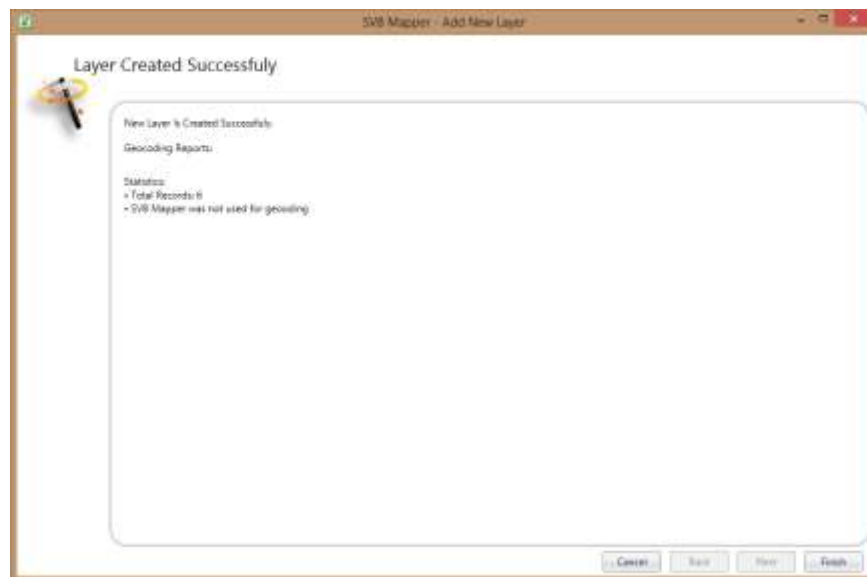
Few steps on the wizard will be different

First you chose the data that needs to be plotted.
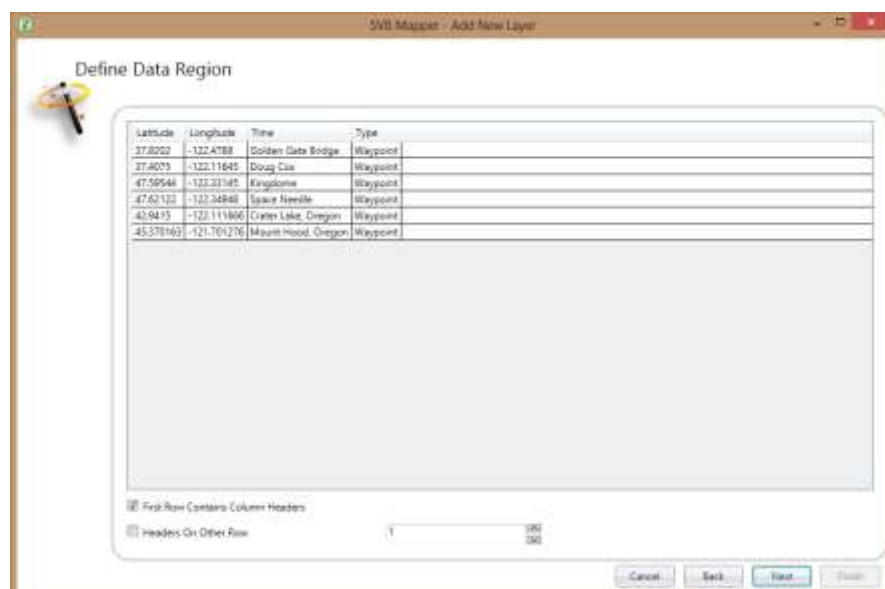
SVBMapper

Then choose the second option that you have geocoded data or do not want SVB Mapper to geocode data for you.

Chose Latitude and Longitude fields and then check the statistics in the next panel

Pressing Finish creates a layer and adds to the table of contents for the map.

9. Analyse data

The best part of SVB Mapper™ is you can continue to use Microsoft Excel® for analysis normally with the additional functionality available via the add in.

10. Display Refresh

You can control display refresh of large volume of data via filter shapes over the data that you have selected or subset in excel so that your display is in sync with data..You can also see the percent completion of display on the top right of map display (it is only visible when map is being refreshed)

11. Pan/Navigate

The map pan and zoom functions are available as a standard. You can also type a location to zoom to the extents


Find Location:
urne australia
Q Find
Find Location
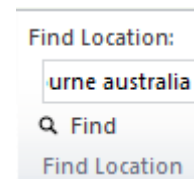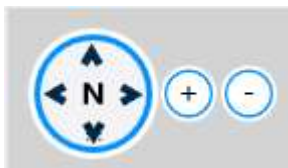
12. Select data by polygon or by buffer

You can select the data by drawing a polygon around a set of points. Upon double clicking, the process of selection completes and a window is displayed showing selected set of points from each layer that are within the polygon.

You can use this data within excel or other application for further statistical analysis.
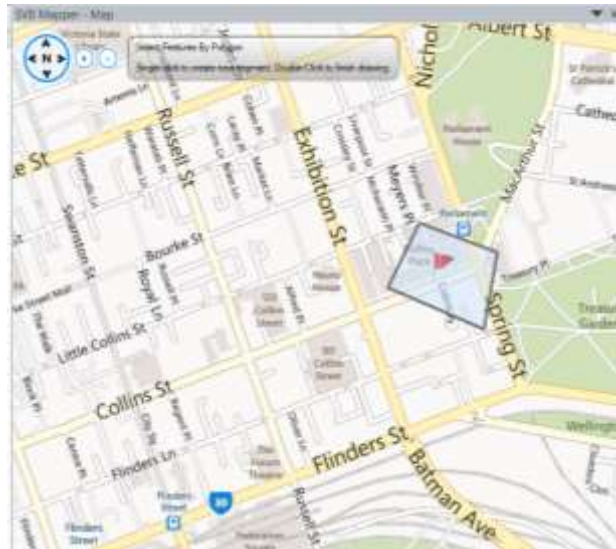
You can also perform selection by drawing a buffer around a point. The details for buffer set up show when you right click. You can set the buffer distance in kilometres or miles.
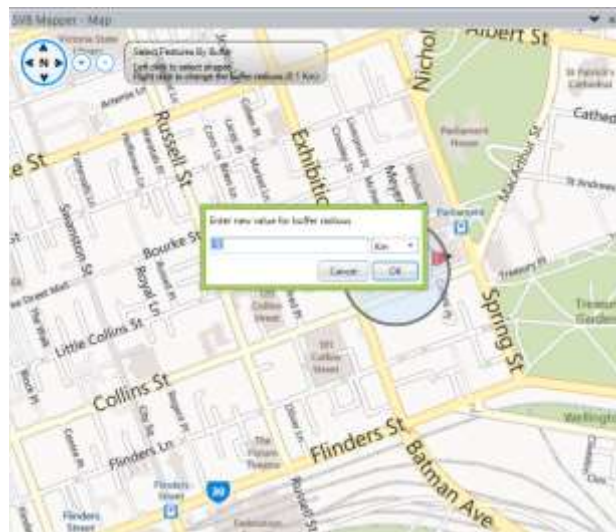
13.   Print using SVB Mapper

You can use screen capture button to capture and include the map in any of your favourite programs. All images are generated without any hidden objects or watermarks. You can generate unlimited images including in the trial versions. All we ask you is to quote the source.
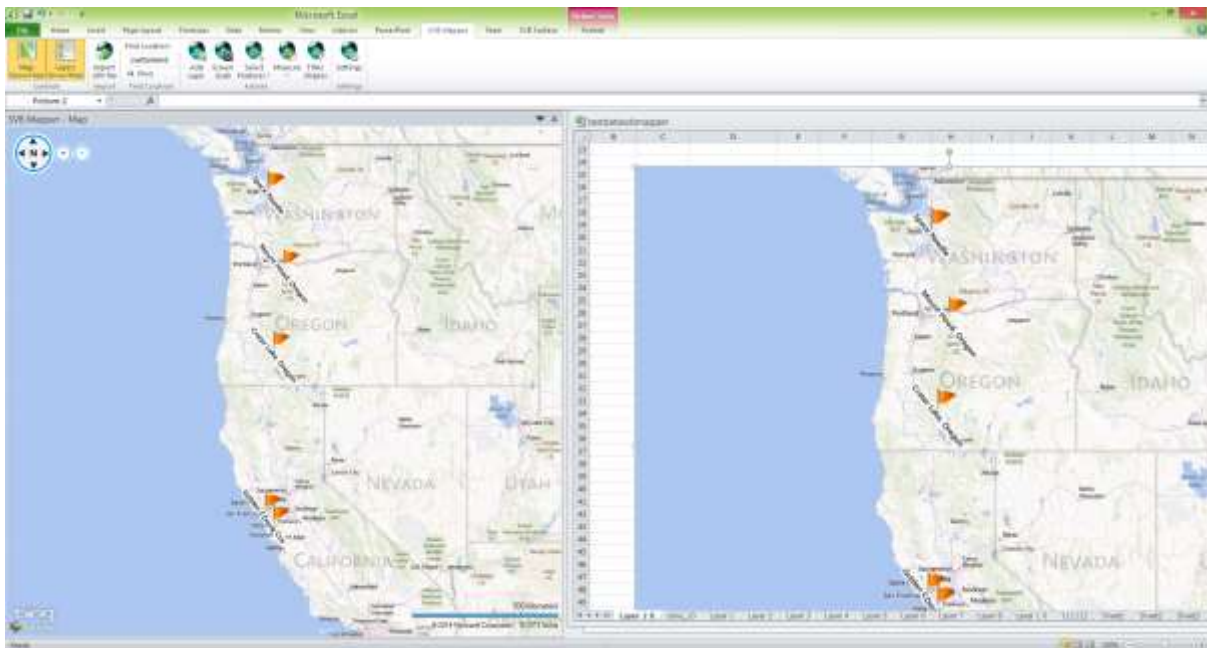
SVB MAPPER

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