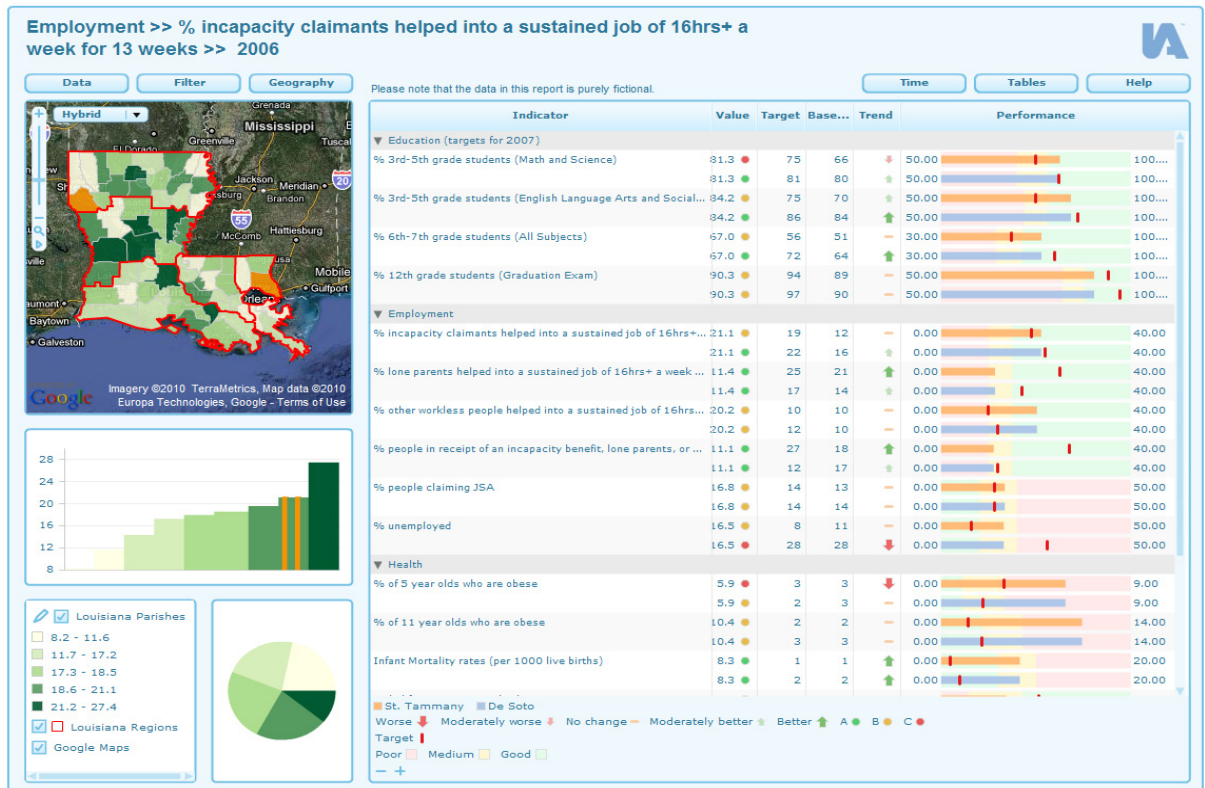




## Area Profile Template

InstantAtlas has six Flash-based templates which consist of three core templates - **Single Map**, **Double Map**, **Area Profile** - one Double Map variant template - **Double Map Time Series** - one Area Profile variant template - **Election Results** - and one specialist template - **Bubble Plot** - from which to create stand-alone or server dynamic reports.



### What is it?

The Area profile Template is designed to give users a cross-sectional view across multiple indicators for a specified geographic location. Indicators values are standardized so they can be presented consistently within a spine chart. Indicators are generally grouped into logical categories. In general each indicator value is compared to a base value such as a national or region specific average. Using the power of visual analysis, users can quickly identify those indicator values that are markedly different (in either positive or negative terms) from the selected base value.

### What does it do?

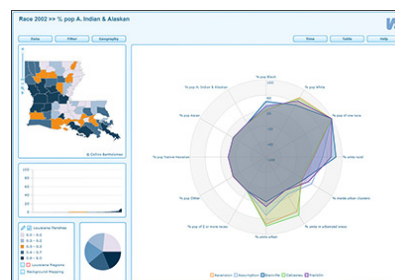
The template is being used widely for profiling specific areas allowing end-users to rapidly assess which indicators, from a set of for example 30, are in some way 'significant'. It is ideal in situation where organisations need to publish a set of comparative indicators which are available for multiple geographic locations (for example hospitals or administrative areas) and allow users to explore and interpret the data picture themselves.

Not only does it allow users to get a cross-sectional view of all indicators, they can also get a spatial perspective on the distribution of a specific one. This makes it easy for users to either explore one indicator across multiple spatial areas or multiple indicators for one specific area. The template can also be configured to allow users to select two areas of interest and compare their cross-indicator profiles side-by-side in the spine chart.

### Example Area Profile Configurations

Enhances the value of your data  
Make it easy for your audience to see regional and local patterns and trends in performance using InstantAtlas stand-alone, dynamic reports.

- Make your data stand out
- Quick and easy to implement
- Use and re-use as often as you need
- Ready-to-use templates
- Low cost compared to Internet
- Mapping server solutions
- Flexible and portable

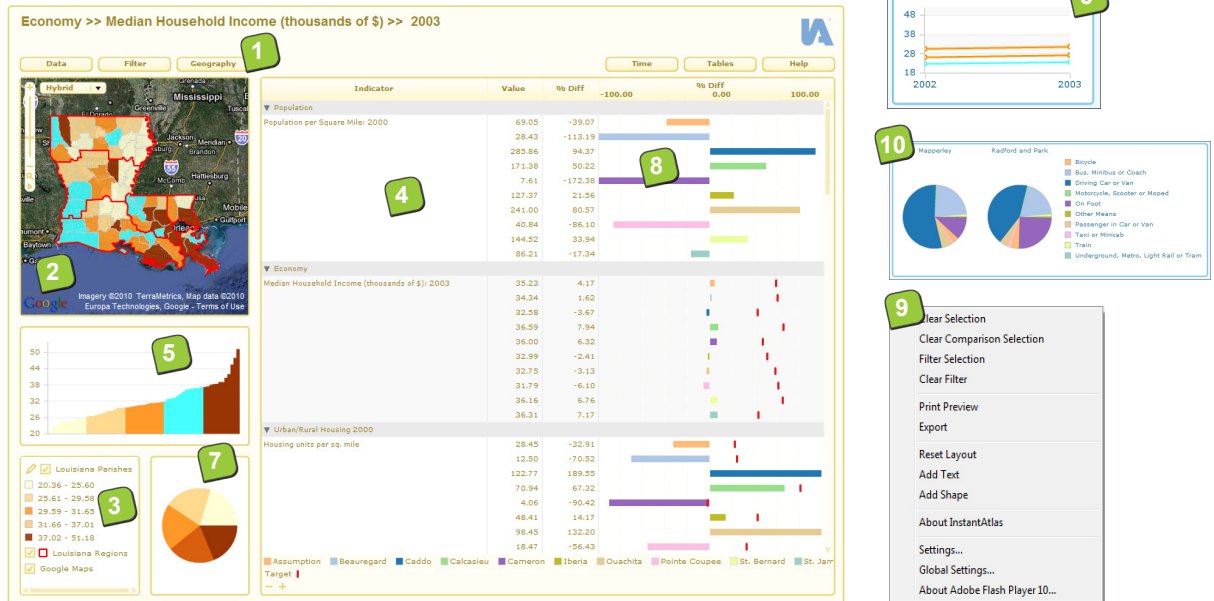


Radar Chart Configuration



Spine Chart Configuration

# Template Key Features



## GLOBAL FEATURES

- 1) Different pre-defined configuration options depending on the nature of the data to be displayed
- 2) The end user can move, resize and delete components (map, charts, tables, etc.) to personalise the view
- 3) Dynamic linkages between components - known as "brushing" - create a richly interactive environment

### 1 Buttons

- Change the active data, switch geography, apply a filter or access a help page

### 2 Map

- Represent data using shaded areas, lines or graduated points
- Interact with map features to display the name and data value
- Display data for different geographies in the same report
- Add context to the map by adding supplementary map layers
- Support for WMS, ArcGIS, Online and Google Maps backgrounds
- Flexible map navigation (panning, custom zooms, reset map, etc.)
- Geographic filter zooms
- Click to select single or multiple map features

### 3 Legend

- Supports both numerical and textual data
- Area selection zoom (drag a box)
- Data mapping for areas using shaped polygons
- Data mapping for points using proportional/ shaded circles
- Data mapping for networks using shaded lines
- Multiple contextual layers (areas, points or lines)
- Background imagery (collection of images or a WMS)
- Background imagery changes with map scale
- Zoom to regions when a filter is applied

### 4 Tables

- Scrollable list of features
- Resize or reorder columns
- Sort columns by clicking the header
- Zoom to each map feature
- Link to notes for each map feature
- Rows shaded according to legend
- Choice of colour palettes
- Display data for base and comparison geographies

### 5 Bar chart

- Ranked bars shaded according to legend
- Click single or multiple bars to select map features
- Display comparison values
- Chart axes can be flipped

### 6 Time Series Chart

- Display line trends for multiple map features
- Interact with trends to display feature name and data value
- Display comparison values
- Chart axes can be flipped and a bar representation used

### 7 Pie Chart

- Display the proportion of features in each class
- Click a slice to select features in the slice

### 8 Spine Chart

- Scrollable list of indicators with values displayed using text, symbols or bars
- At-a-glance assessment of cross-indicator "area profiles"
- Add multiple features to the chart for comparison
- Range of coloured symbols for representing data
- View the performance of features relative to comparators and targets
- Click indicators to update the map

### 9 Context Menu

- Reset the report layout
- Remove a filter or selection
- Filter based on the active selection
- Export & Print
- Text box for dynamic metadata

### 10 Advanced Pie Chart

- The side-by-side pie charts allow you to view data about a selected and comparator geographic feature
- The source of the data shown can be the indicators themselves or associates of an indicator.