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## Introduction

Adding a background map to your visualization is an effective way to add context to your data, particularly when the data is geographical. But the background map options in JMP prior to version 11 did not allow you to zoom in on a local region such as a city. With the addition of the Street Map Service in JMP 11, you can now drill down on your data to see details at the street level.

The Street Map Service is the newest option on the Background Map dialog. Like some of the other mapping options in JMP, it requires an Internet connection and accesses a server for up-to-date maps. JMP provides the Street Map Service so that the availability of the server is reliable.

The server generates maps on demand using OpenStreetMap technology and data. The amount of detail in a map is determined by the size of the map and the zoom level. Zoomed out, the map shows country and state names with major highways. The detail in the map increases as you zoom in, revealing minor roads, street names and building footprints. Maps are generated using a soft color scheme to enable your data to stand out.

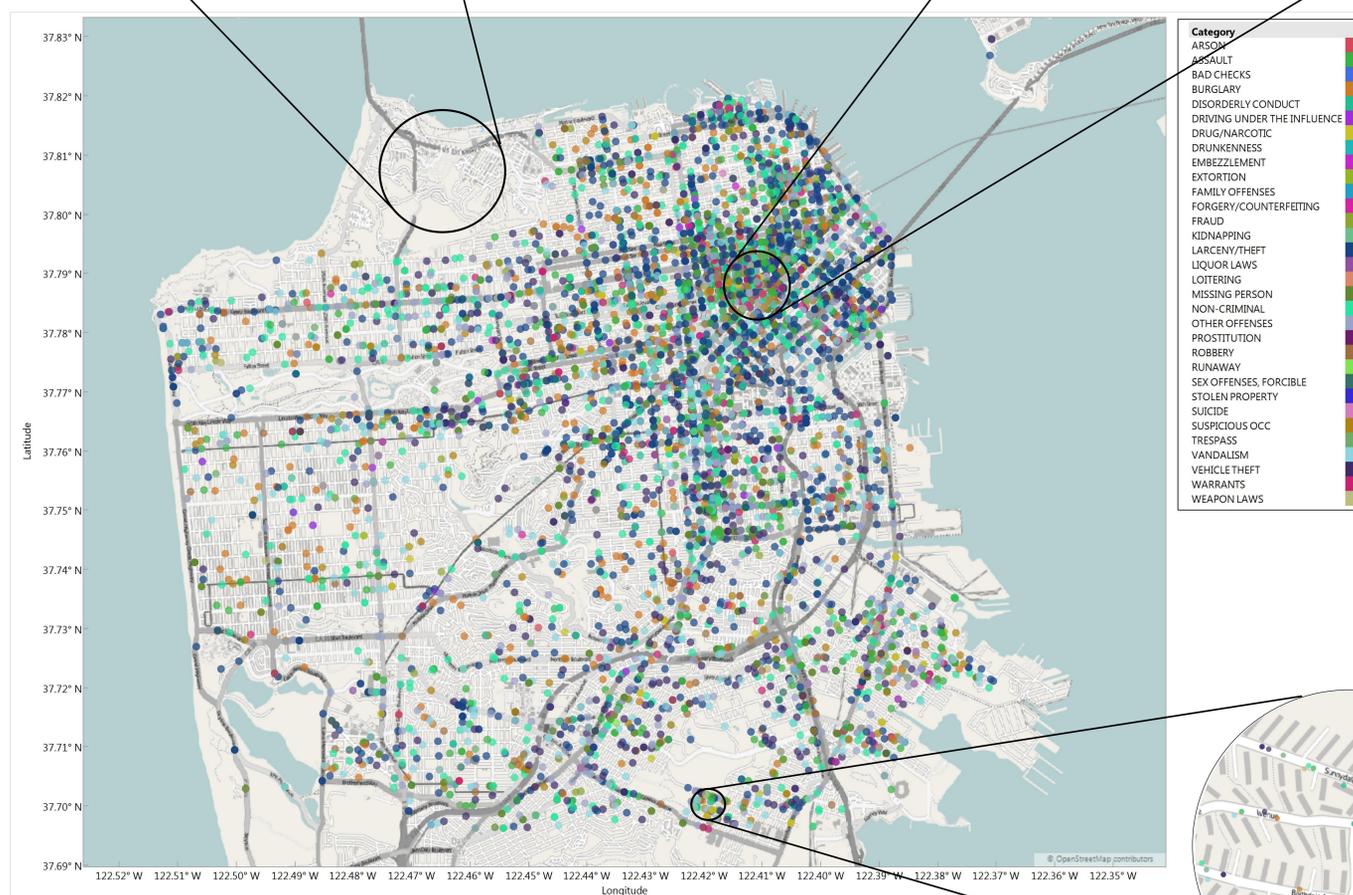
This poster demonstrates how you can display crime data for a city. You can get an overview of the data across the entire city and then zoom in to a particular neighborhood or street. Each bubble represents a reported crime, with the location of the bubble indicating where the crime took place. Bubbles are color-coded by the type of crime, as indicated by the legend. The northeast region of the city shows a concentration of crime activity. By zooming in on the data, you can distinguish and identify individual bubbles.



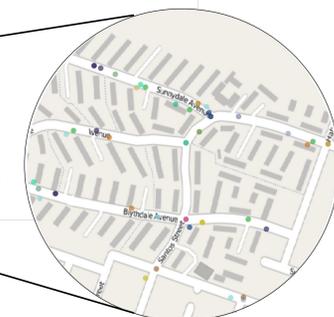
*While a golf course is not a safe place to be during a thunderstorm, this golf course community seems like a very safe place.*



*Zooming in on a cluster of bubbles reveals the roadways by which crime appears to travel.*



**The Street Map Service in Bubble Plot displays crime in San Francisco.**



*This area between Sunnydale and Blythdale seems anything but sunny or blithe.*



**Contours in Graph Builder show crime density in San Francisco.**

## Conclusion

Whether you want to find out real estate values, high-crime areas, the best restaurants or all of the above, the Street Map Service in JMP 11 will help you visualize your data. The Street Map Service lets you zoom out to get an overall view and zoom in to specific neighborhoods or even down to the street level, providing you with the appropriate amount of detail and a high-resolution map at every level.

## Acknowledgement

Special thanks to Laura Higgins, JMP Systems Engineer, for creating the San Francisco crime data table, which you can find in the Sample Data folder in JMP 11.

Street Map Service data contains information from OpenStreetMap (<http://planet.openstreetmap.org/>) and is made available under the Open Database License (<http://opendatacommons.org/licenses/odbl/1.0/>).