Metabase

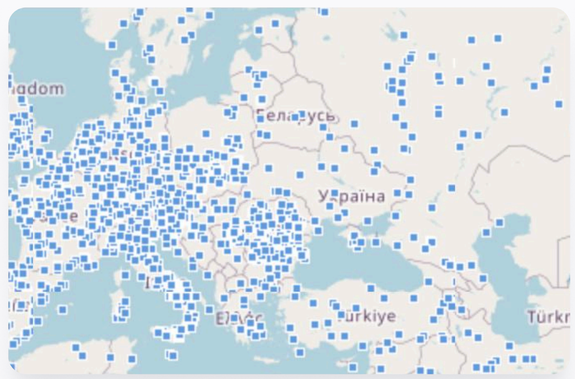
Which map type to use

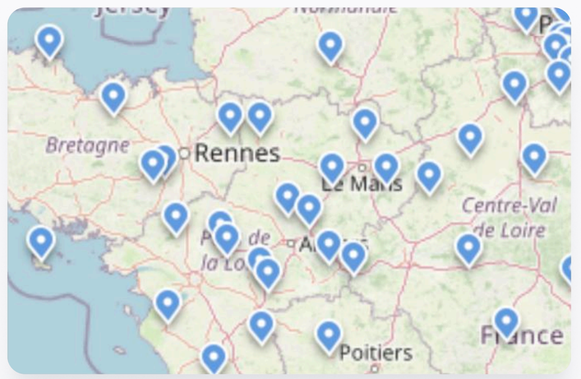
Type	Full view	Closer view	Data shape

Pin map

Plots coordinates as individual points.

Use pin maps when exact locations are important. If you have too many pins, zoom in on an area, or consider a grid map.





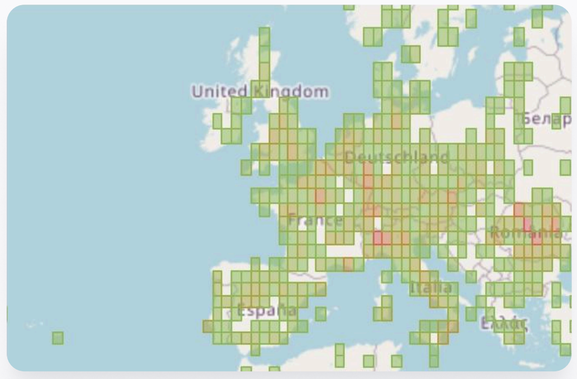
ID	Latitude	Longitude
1	24.53256000° N	81.29234000° E
2	41.29177000° N	72.37620000° W
3	41.64172000° N	85.41665000° W
4	47.80864000° N	0.91499000° E

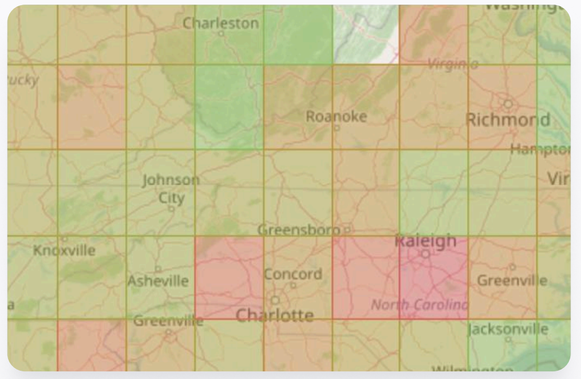
One row per pin, with columns for latitude and longitude

Grid map

Aggregates data into coordinate-based grids.

Use grid maps to show overall distribution patterns. Highlights density without clutter from individual points.





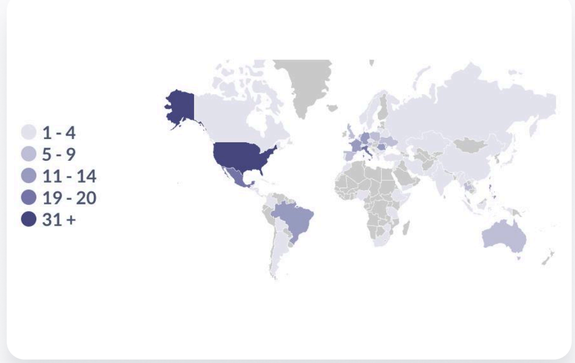
Latitude binned	Longitude binned	Metric
14° N – 15° N	120° E – 121° E	2
14° N – 15° N	121° E – 122° E	1
14° N – 15° N	122° E – 123° E	3

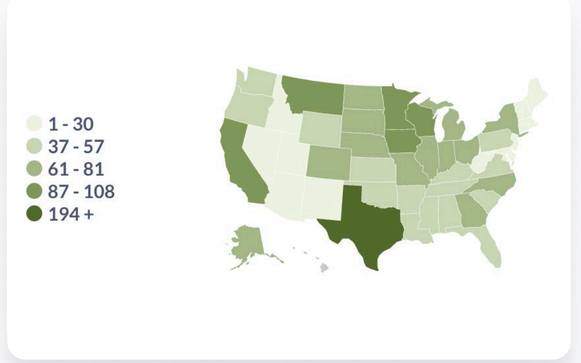
Data is aggregated into grid cells. Each row is a grid cell with latitude/longitude bins and a metric.

Region map

Aggregates data by known regions (like countries, states, or neighborhoods).

Use region map When you want to highlight differences across regions.



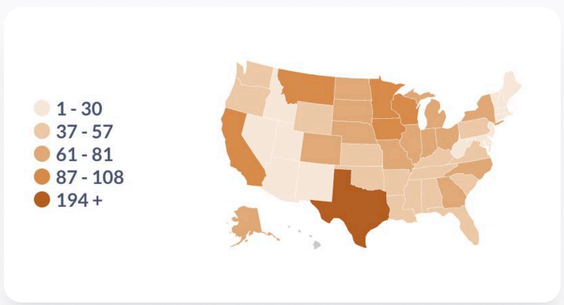


ID	Region	Metric
1	United States	150
2	Canada	45
3	Germany	200

Data is aggregated by region. Each row is a region with an aggregated metric.

Do you really need a map?

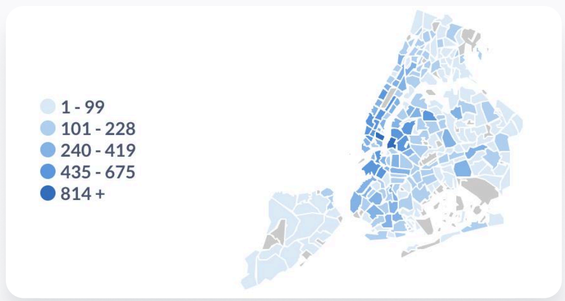
If the geographic relationship isn't important (for example, if you don't care that one state borders another), a bar chart might tell the story more clearly and avoid distraction.



Custom maps in Metabase

Metabase supports custom maps so you can visualize data using your own geographic shapes. You can create them by uploading a GeoJSON file.

Try it at **metabase.com**



Custom map by neighborhood

Custom map by borough