

### MapInfo Pro: Tips &Tricks

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See it Faster, Solve it Sooner! Efficiency Tips for MapInfo Pro





LI Community Roadshow 2017

### The Story so far...

Company Background: "Unreal Insurance" is a small/medium boutique insurance company operating in southern states of Australia. They are aggressively looking to win new market share. Business Problem: Identifying potential market regions for a proposed product

### Approach:

- 1. Import sales data from CRM
- 2. Identify geographic areas that match target market
- 3. Review alignment with current User base to find gaps (areas of potential)



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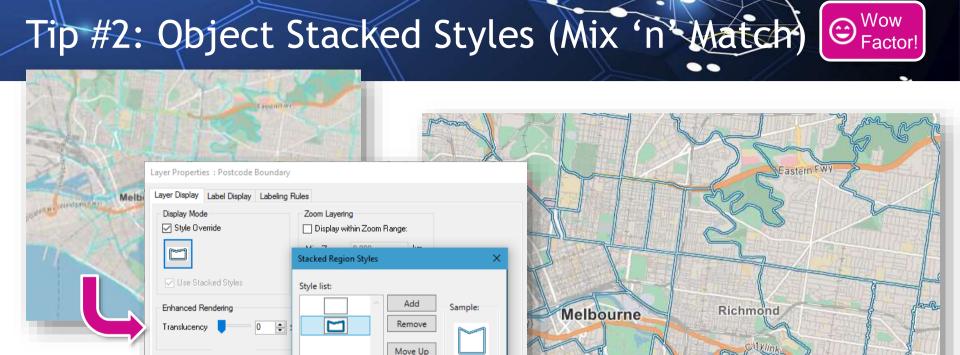
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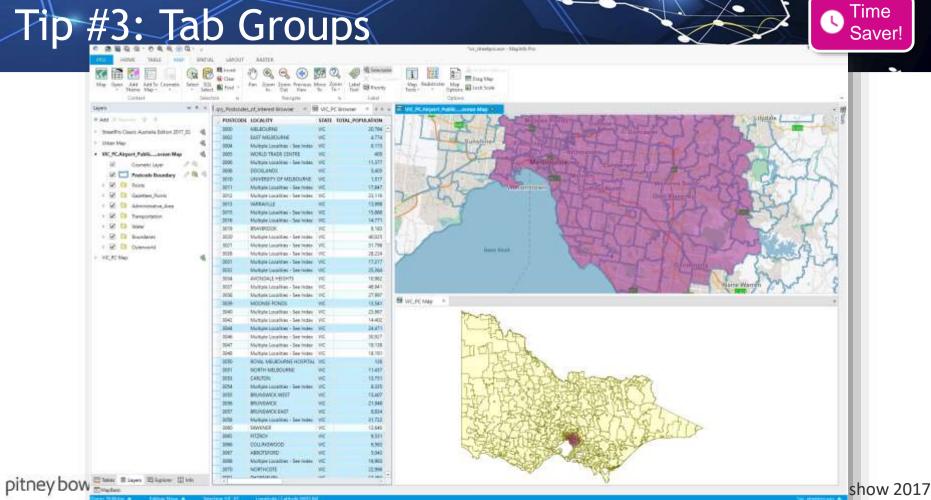
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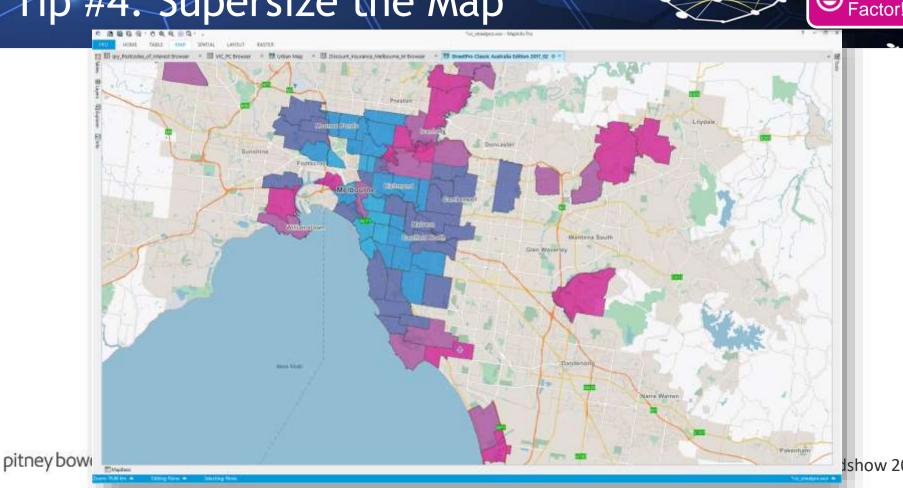
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# Tip #3: Tab Groups



## Tip #4: Supersize the Map



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# Tip #5: Quick Access Toolbar

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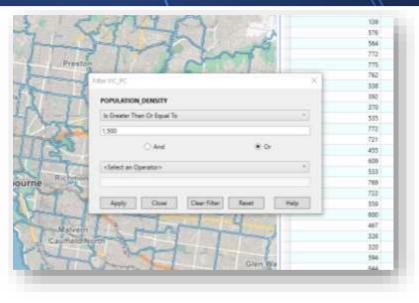
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## Tip #6: Filter 2 Ways

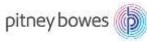


Filter via Dialogue

# Marine Territoria Territ

#### Filter via MapBasic Window

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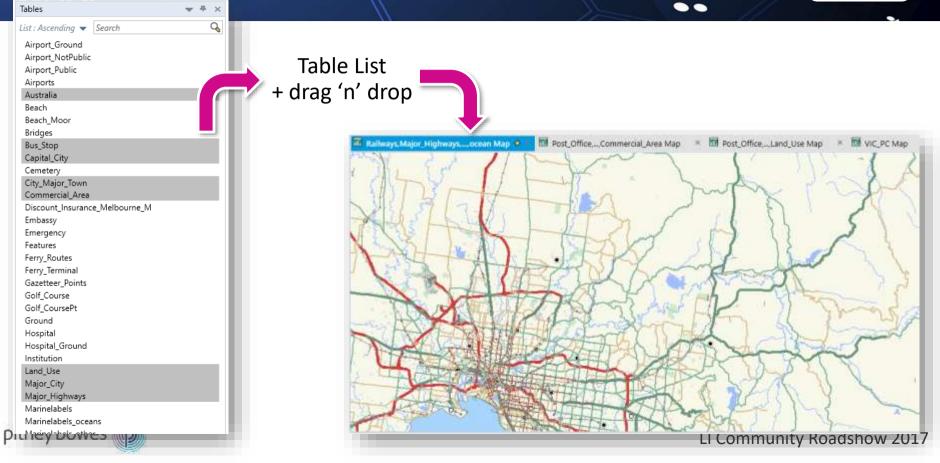
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### Tip #7: Map Creation - Let Your Mouse Do the

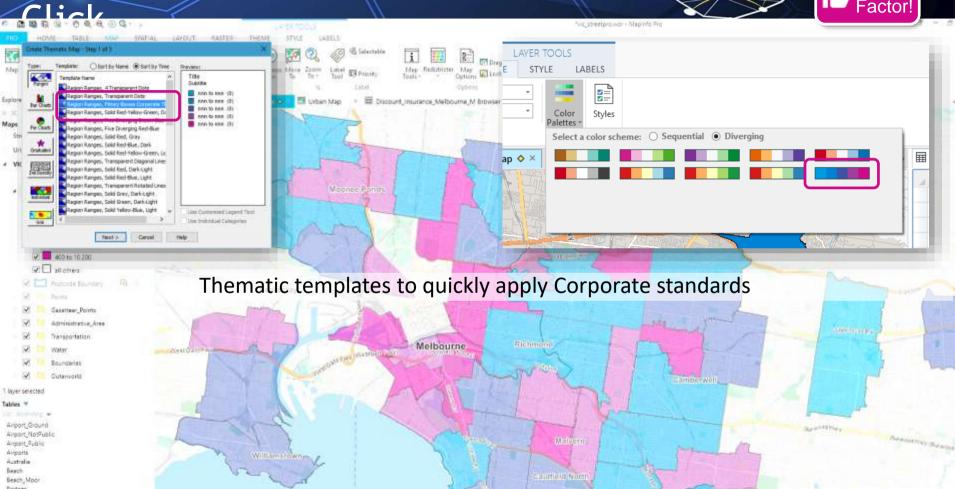






### Tip #8: Thematic: Build Once - Reuse in 1-

Wow Factor!



### Tip #9: Thematic with Conditional Values

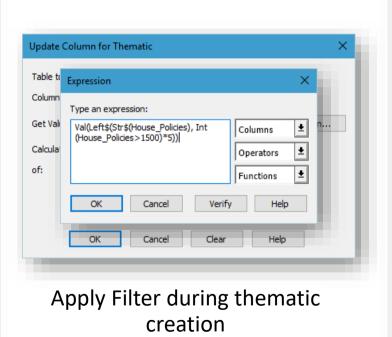


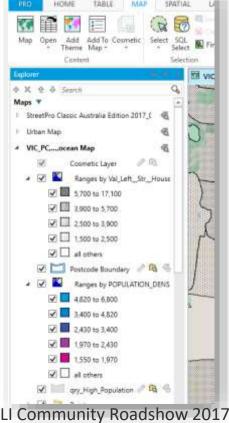
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Combine spatial + aspatial







# **Questions?**

