SimplyAnalytics is a web-based mapping, analytics, and data visualization application that makes it easy for anyone to create interactive maps and reports using powerful demographic, business, and marketing data. This guide will help you get started.

Creating your First Project...

When you sign in to SimplyAnalytics, you will see the "New Project" prompt below:

Click here to enter a location. This can be any geography type (USA, state, congressional district, county, ZIP Code, Census Tract or Block Group or address)

Select "Create Project" to get started
Browsing through Views

SimplyAnalytics will get you up and running by adding in three variables to auto-generate a Map, Comparison & Ranking Report - these are located in the right hand side of your screen.

Map View

**Tip:** Use the drop-downs at the top of your view to quickly change the variable, location, and geography of your map.

**Tip:** Click the "Edit" button in the map legend to change the look of your map, including the classification method and color scheme.
Comparison Report

When to Use: Use the Comparison Report table to quickly analyze multiple variables across different locations and geography types.

<table>
<thead>
<tr>
<th></th>
<th>San Francisco County, CA</th>
<th>New York, NY</th>
<th>78205, San Antonio, TX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Household Income, 2016</td>
<td>$86,203.00</td>
<td>$62,167.00</td>
<td>$33,866.00</td>
</tr>
<tr>
<td>% Education, College, Master's or Doctorate Degree, 2016</td>
<td>47.66%</td>
<td>32.11%</td>
<td>32.66%</td>
</tr>
<tr>
<td>% Housing, Built 1939 or Earlier, 2016</td>
<td>41.20%</td>
<td>35.93%</td>
<td>38.08%</td>
</tr>
</tbody>
</table>

Ranking Report

When to Use: Use this report to rank all smaller geographies within a larger location. For example, you can analyze all ZIP Codes in a county, or all counties in the USA.

<table>
<thead>
<tr>
<th>Location</th>
<th>Median Household Income, 2016</th>
<th>% Education, College, Master's or Doctorate Degree, 2016</th>
<th>% Housing, Built 1939 or Earlier, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 94105, San Francisco, CA</td>
<td>$162,500.00</td>
<td>68.50%</td>
<td>8.47%</td>
</tr>
<tr>
<td>2 94127, San Francisco, CA</td>
<td>$148,839.00</td>
<td>58.01%</td>
<td>45.48%</td>
</tr>
<tr>
<td>3 94114, San Francisco, CA</td>
<td>$131,647.00</td>
<td>67.34%</td>
<td>49.90%</td>
</tr>
<tr>
<td>4 94129, San Francisco, CA</td>
<td>$131,443.00</td>
<td>78.63%</td>
<td>27.86%</td>
</tr>
<tr>
<td>5 94123, San Francisco, CA</td>
<td>$128,647.00</td>
<td>72.23%</td>
<td>53.20%</td>
</tr>
<tr>
<td>6 94107, San Francisco, CA</td>
<td>$123,699.00</td>
<td>63.47%</td>
<td>20.93%</td>
</tr>
</tbody>
</table>
Adding Businesses to Your Map

Within your map view, select the Businesses block from the left-hand side of your screen.

There are three ways of adding businesses to your map:

1. General keyword search - you can type in keywords such as "coffee" or a business name such as Starbucks.
2. Advanced Search - allows you to search for multiple business codes or keywords, including the ability to truncate NAICS or SIC codes.
3. Browse Business Categories - here you can browse and search for NAICS or SIC codes.

Tip: You can select any point on the map to view more information about that business.

Points with a number in the middle reflect a cluster of businesses in the area. Zoom in, and the points will de-cluster.
Browsing and Searching for Variables

Use this search box to enter a keyword

This option allows you to change how you browse for variables - you can switch this to view variables by "dataset"

Selecting one of the categories allows you to apply specific criteria (as shown on the right) to further narrow down the list of variables

Tip: All variables in SimplyAnalytics will have the metadata built in within the 3 dot menu shown here.
Managing Your Project

Every location, data variable and business query within a project will be saved when you create a user name and password to access SimplyAnalytics. You can rename your project by selecting a title from the top left corner of your screen.

Tip: Click on the Locations, Data and Businesses tabs to delete any of these items from your project.

Manage your project

Use these arrows to reorganize how your views are presented on the right-hand side of your screen.

Use this menu here to: rename, copy or delete any of your views.