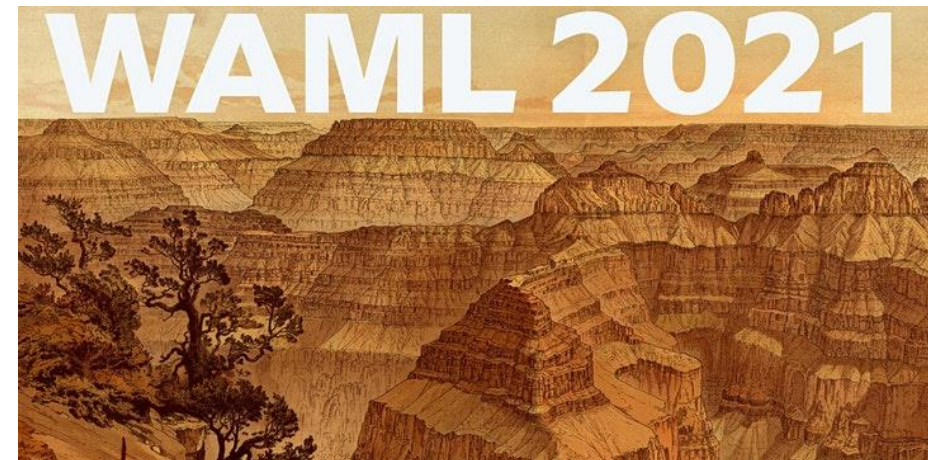




# Introduction to SimplyAnalytics



# What is SimplyAnalytics?



SimplyAnalytics is a web-based mapping, analytics, and data visualization application that makes it easy for anyone to create interactive maps, charts, and reports using over 100,000 data variables.



SimplyAnalytics partners with leading data companies to provide users information they can trust.

dun&bradstreet

nielsen  
.....

AGS  
APPLIED GEOGRAPHIC SOLUTIONS  
Powering Smarter Market Decisions™

MRI  
SIMMONS

claritas

# What type of Data is Available?

All subscriptions include access to the Standard Data Package

## The Standard Data Package Includes:

- American Community Survey
- Community Demographics
- Decennial Census 2010 – SF1
- Decennial Census 2000 – SF3
- Consumer Expenditure Estimates
- County Business Patterns Summary
- GDP, Personal Income, and Employment Data
- Unemployment Statistics (Yearly)
- Unemployment Statistics (Monthly)
- Climate Divisional Database from NOAA
- FBI Uniform Crime Reports
- D&B's Points-of-Interest Business File (5+ Million Businesses)

## Optional Add-on Datasets Include:

- MRI-Simmons NCS (Crosstabs)
- MRI-SimmonsLOCAL
- PRIZM Premier
- ConneXions
- P\$YCLE Premier
- Consumer Buying Power
- Retail Market Power
- Financial Clout
- D&B Complete US Company Database (20+ Million Businesses)
- AGS Historical/Supplemental Census
- AGS Health Care
- Nielsen Scarborough Local Insights
- Nielsen Scarborough Crosstabs



# What geographies are available?

All subscriptions to SimplyAnalytics include the following Geographic Units. **Note:** not all data is available at every geographic unit. For example, COVID-19 data is only available at the County, State and National level.

## Census Geographic Units

- USA
- States
- Core Based Statistical Areas
- Counties
- ZIP Codes
- Census Tracts
- Census Block Groups

## Other Geographic Units

- Regions
- Divisions
- Congressional Districts
- State Upper Districts
- State Lower Districts
- Secondary School Districts
- Elementary School Districts
- \*\*Nielsen DMAs (exclusive to those institutions subscribing to the Scarborough data)\*\*



# Features at a Glance

## INTERACTIVE MAPS

Create professional quality maps using 100,000+ data variables. Customize colors, data categories, boundaries, and other features.

## ORGANIZE WITH PROJECTS

Create projects to organize your work.

## DETAILED REPORTS

SimplyAnalytics generates intuitive and detailed custom reports for any location in the country.

## EXPORTING OPTIONS

Export maps as high-resolution images or shapefiles, and export reports as Excel, CSV, or DBF files.

## INSTANT DATA VIEWS

Several useful views of your data are auto-generated to answer your questions faster than ever.

## BUSINESS MAPS AND REPORTS

Add business locations to your map, or create a business report to view details on more than 20 million businesses.

## RANK LOCATIONS

Want to know the top 50 wealthiest counties in the USA? Quickly create rankings using any location and data variable.

## DATA FILTERS

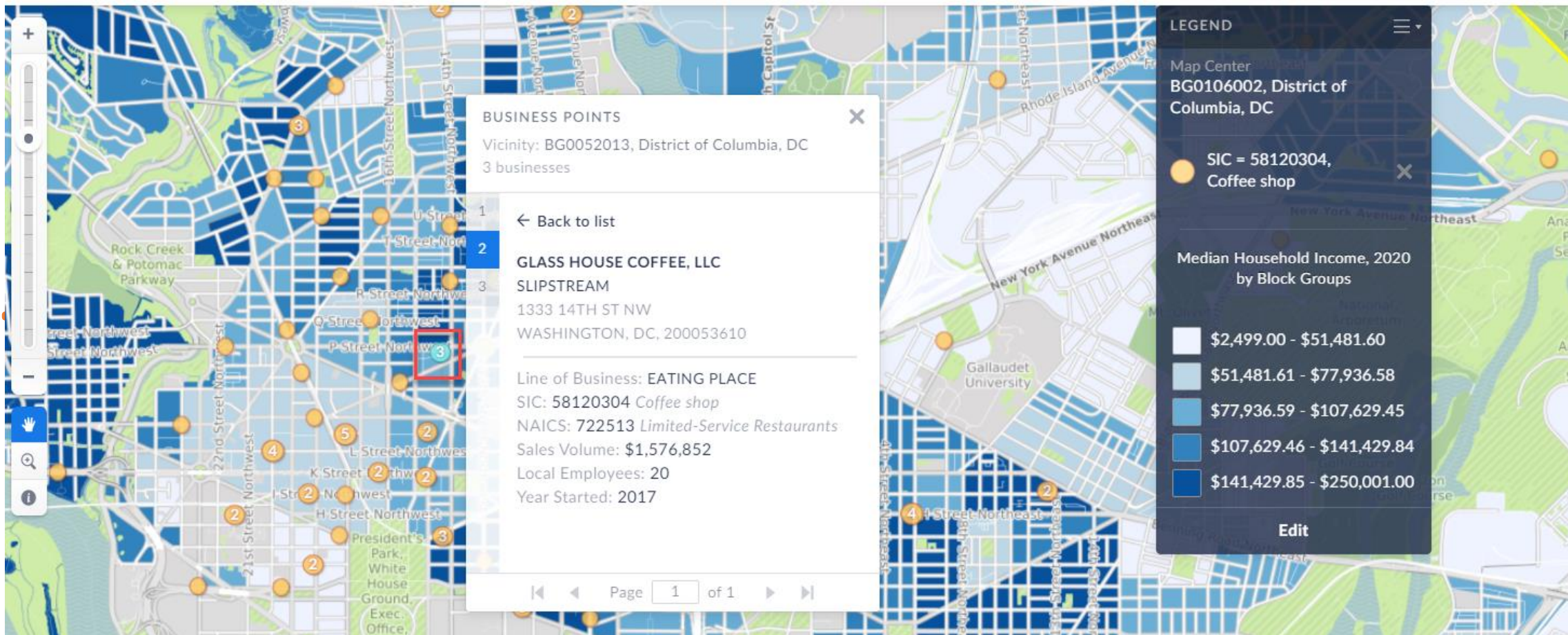
Identify target areas in maps and reports using powerful data filters.



A close-up photograph of a red pushpin stuck into a map. The map shows various colored lines representing roads and geographical features. In the background, two other pushpins, one blue and one yellow, are visible but out of focus. The text 'MAPPING FEATURES' is overlaid in the center in a white, bold, sans-serif font.

# MAPPING FEATURES





## MAP BUSINESSES



Users can easily overlay business points on top of their maps.



The business point information is provided by Dun & Bradstreet.



SimplyAnalytics enables users to browse and search by NAICS/SIC codes and create advanced business queries.



Users can generate a Business Report and export the list of businesses into Excel.

# Customizable Map Legend

**EDIT LEGEND**

**Classification Method**  
Quantiles (National) ▼

**Number of Categories**  
5 ▼

**Color Scheme**  
[Color palette] ▼

**Outline Thickness and Color**  
1 ▼ [Color] ▼

**Category Ranges**

[Color]	0.00% - 15.47%
[Color]	15.48% - 25.94%
[Color]	25.95% - 38.71%
[Color]	38.72% - 57.20%
[Color]	57.21% - 100.00%

Done

1

Users can change the **Classification Method** – options include Quantiles National, Quantiles Local, Natural Breaks Local, Natural Breaks National, Equal Intervals, and Custom

2

Users can choose how many **category ranges** to view, from 2 to 9

3

9 built in **color schemes** are included, and users have the option to create and edit each category color by color code or choosing from a palette

4

Changes the **outline thickness and color** of the geographic unit boundaries you are viewing. For example, if you are looking at the city of Dallas by ZIP Codes, this will color the boundary lines for the ZIP Codes

5

**Category ranges** can be manually entered based on user preference. This will automatically change the classification method to Custom



# Export your Maps

- Maps can be exported in 3 simple steps where users firstly crop the image, then optionally add/edit features of the map, and finally choose between PNG, JPEG, SVG or PDF formats
- Image to the right displays the options available in the second step – inset maps, north arrows, labels, orientation, page size and more
- The next slide depicts a full-size export example – images are high resolution and can be easily added into presentations or reports

## Export Map – Layout

### 2 Stage 2 of 3 – Layout

The options below allow you to select the page size. You can then position the map within the page.

Overlays, such as a legend, can also be added at this point.

Page Size: ☒ In Inches ☐ In Pixels

Standard Sizes:

Orientation: ☒ Landscape ☐ Portrait

Width:  inches

Height:  inches

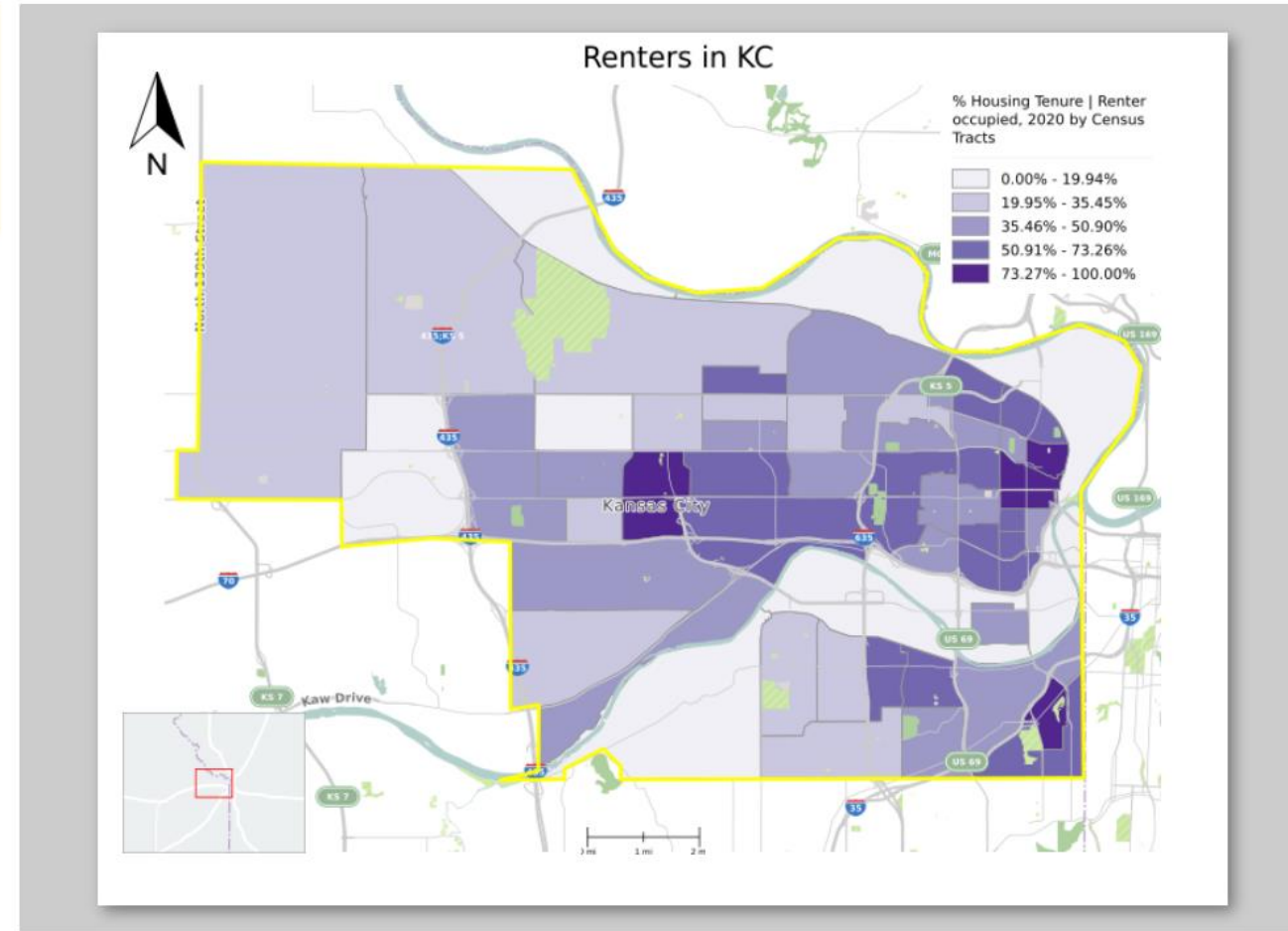
Legend: ☒

Legend Theme: ☒ Light ☐ Dark

Scale Bar: ☒

Inset Map: ☒

North Arrow: ☒



Add Text Label...

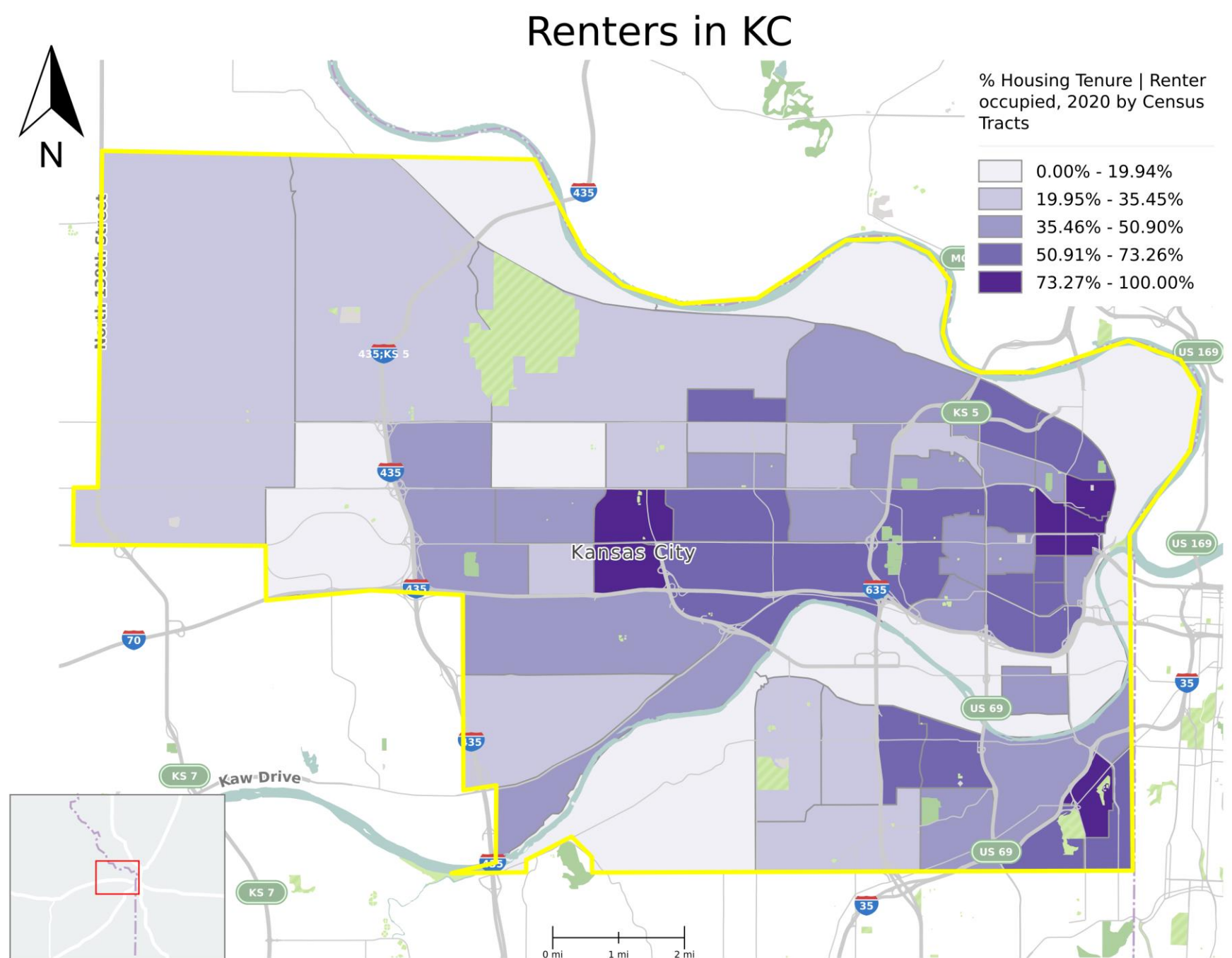
Return to Cropping

Continue to Export

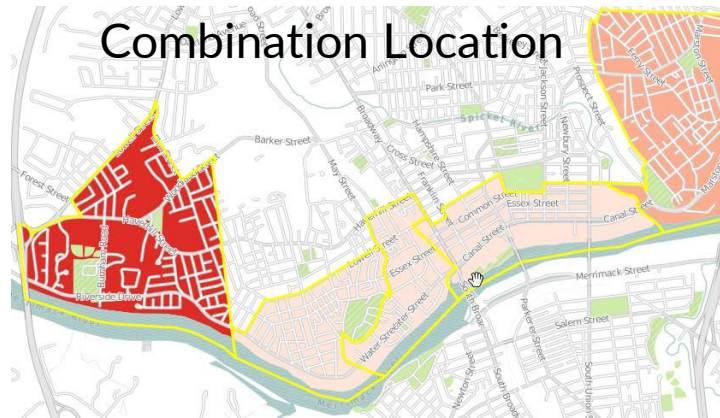
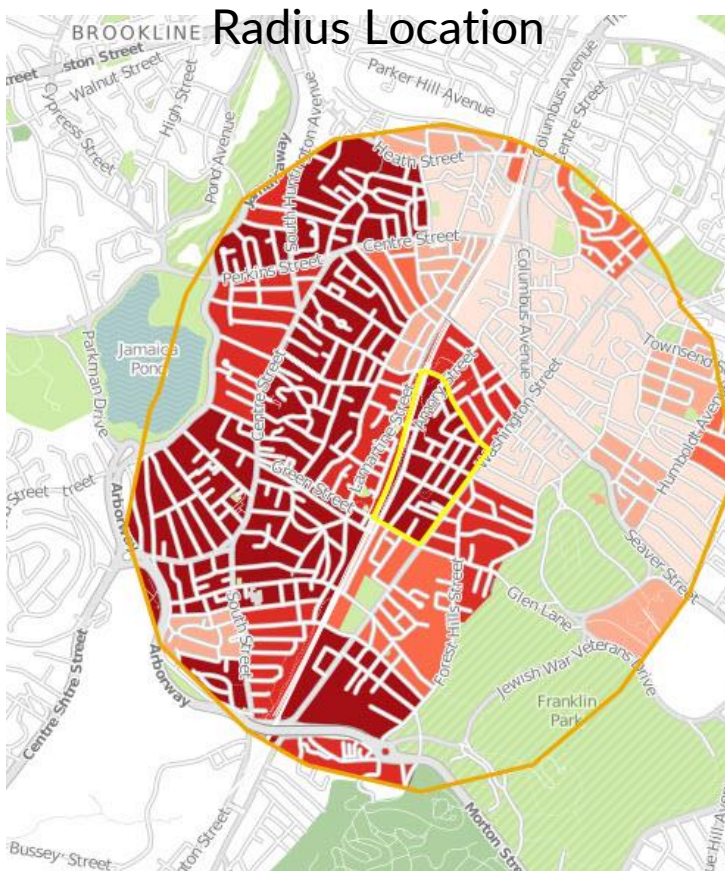
Cancel

Final map  
export  
shown  
here for  
reference

Notice that an  
inset map,  
north arrow,  
and map label  
has been added  
in addition to  
the scale bar at  
the bottom



# Create & Instantly Calculate Data for Custom Locations



## Calculated Data for Custom Locations

% Educational Attainment | Bachelor's degree or higher, 2020 **dem** **est** **43.98%**

Apparel and services | Other apparel products and services | Coin-operated apparel laundry and dry cleaning, 2020 **cex** **\$173,055.73**



USERS CAN CREATE A CUSTOM COMBINATION LOCATION – THIS IS USEFUL FOR CREATING NEIGHBORHOODS, OR CUSTOM TRADE AREAS SUCH AS “DOWNTOWN”



THE RADIUS LOCATION IS USED WHEN USERS WANT TO CREATE A RING AROUND A CENTRAL POINT. FOR EXAMPLE, A 1 MI RADIUS AROUND A TARGET ADDRESS



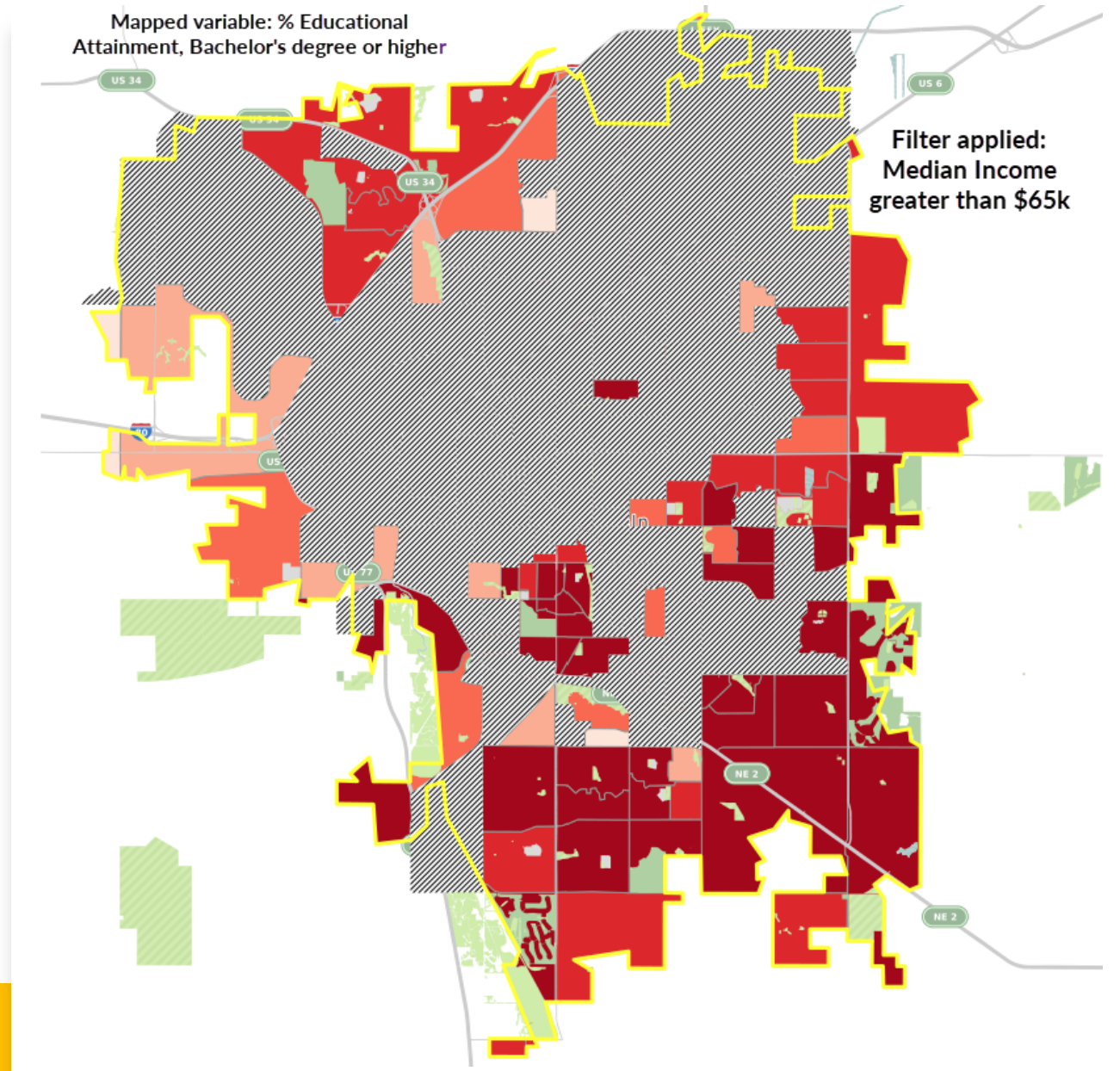
SIMPLYANALYTICS WILL AUTOMATICALLY CALCULATE DATA FOR YOUR CUSTOM LOCATIONS.





## Feature Highlight: Data Filters

- Data filters enable users to identify target areas that meet the conditions you specify. Every data variable in the program can be used as a filter
- The image to the right is mapping an educational attainment variable with an income filter applied – the map will grey out any areas that don't meet your conditions
- Filters can also be applied to reports





# Export Shapefiles



## 1 Select a Location

Dallas, TX

## 2 Select a Geographic Unit

Census Tracts

## 3 Append up to 10 data variables (5 selected)

☒ % Educational Attainment | Bachelor's degree or higher, 2020

☒ Median Household Income, 2020

☒ % Age | 85 years and over, 2020

☒ # Housing Units, 2020

## 4 Email to:

support@simplyanalytics.com

Send

Cancel

# Export Shapefiles

Instantly choose to export a map's shapefiles in 4 easy steps

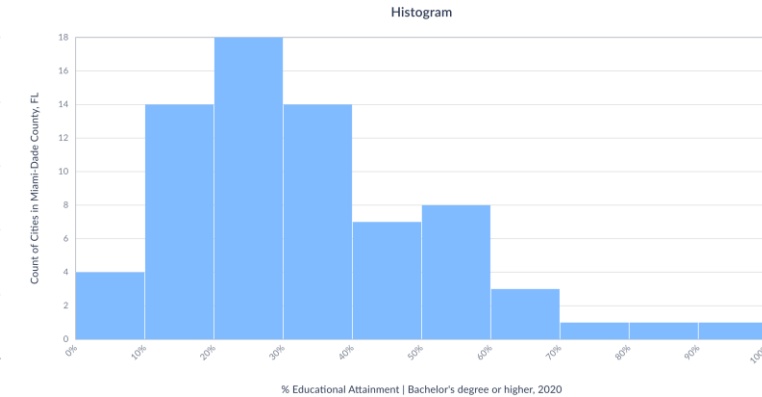
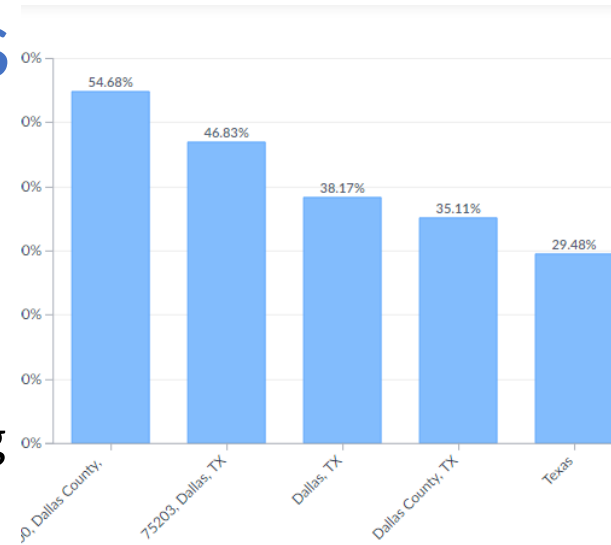
Users can append up to 10 data variables to include with the export

A ZIP file containing your shapefiles and data will be emailed to the specified address

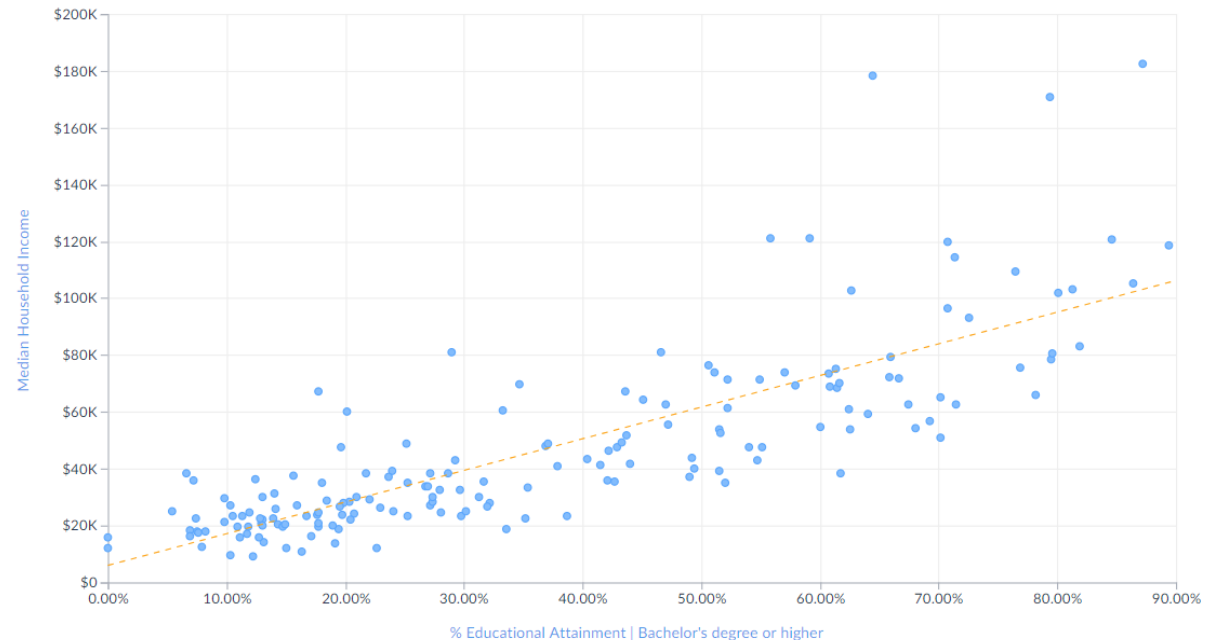


# Additional Visualizations

- In addition to maps, users can also create histograms, bar charts and scatter plots
- A scatter plot is a great tool for visualizing the relationship between two data variables
- Histograms enable users to visualize the frequency distribution of a data variable for a chosen location
- Bar charts are a great way to visually compare data values across locations



Scatter Plot





# Import Your Data

- Importing your own data enables users to combine internal data with the packaged data available in SimplyAnalytics
- Imported data can be used with any of the maps, charts and reports in the program



# Authentication & Sign In Options



IP Authentication, EZ Proxy, & Institutional Login is supported for quick setup



Individual users can create an account using any email address



Users can optionally choose to sign in as a Guest



Work is automatically saved in between sessions for individuals who create an account



Thank You!



SimplyAnalytics<sup>®</sup>

Please contact us with any questions at: [support@simplyanalytics.com](mailto:support@simplyanalytics.com)