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 thousands of data variables.

SimplyAnalytics partners with leading data companies to provide users with demographic, business, and consumer behavior data they can trust.
What type of data is available?

- Over 30,000 demographic data variables from the ACS across multiple years, including current year estimates and projections – age, gender, race, ethnicity, language, housing, disability status, poverty, and more. CEX data - covers total and average spending across many areas – food spending, alcohol spending, tuition, health insurance spending and more across multiple years

- Decennial Census data from 2000 and 2010 along with current year estimates of many ACS variables in the Community Demographics dataset. The Census Bureau's County Business Patterns Summary dataset tallies employees and businesses by NAICS code.

- Weather data from the NOAA's Climate Divisional Databases, Crime data from the FBI, and COVID-19 information from USAFacts

- Over 20 million businesses via D&B's Premium business file – pull detailed business information, including sales volume, employee counts, contact information, and more

- Marketing segmentation system from Claritas, PRIZM Premier – provides 68 unique market segments, enabling users to identify top segments in a location, or search for a particular segment in the USA. Additionally, P$YCLE and ConneXions provide specialty segmentation systems related to income/income producing assets, and technology use and adoption, respectively.

- Premium consumer behavior data from SimmonsLOCAL – includes data on over 8,000 brands, lifestyle traits, attitudes/opinions, life events, media consumption, cars driven, recycling activities, and more. More than 50,000 consumer behavior variables in total. Crosstabulations are available at the national level separately via the Simmons NCS Crosstabs dataset.

- Detailed Health Care data from AGS – tracks primary diagnosis upon release from hospital, procedures undertaken, and total stay in days in hospital, derived from the Nationwide Emergency Department Sample available from H-CUP.

- Nielsen Scarborough Local Insights – surveys adults in large and mid-tier markets to capture local consumer trends, including automotive, health care, media, shopping, internet, and more. Crosstabulations are available at the DMA level as a separate subscription.

- Other datasets available including historical Census information from AGS (dating back to 1980), Financial CLOUT, Consumer Buying Power/Retail Market Power, Places Local Health Data and more. Please email us for more information on these datasets.
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.

<table>
<thead>
<tr>
<th>Census Geographic Units</th>
<th>Other Geographic Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>• USA</td>
<td>• Regions</td>
</tr>
<tr>
<td>• States</td>
<td>• Divisions</td>
</tr>
<tr>
<td>• Core Based Statistical Areas</td>
<td>• Congressional Districts</td>
</tr>
<tr>
<td>• Counties</td>
<td>• State Upper Districts</td>
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<tr>
<td>• ZIP Codes</td>
<td>• State Lower Districts</td>
</tr>
<tr>
<td>• Census Tracts</td>
<td>• Secondary School Districts</td>
</tr>
<tr>
<td>• Census Block Groups</td>
<td>• Elementary School Districts</td>
</tr>
</tbody>
</table>
What Questions can SimplyAnalytics Answer?

Below is a sample list of questions anyone can answer quickly using SimplyAnalytics:

- Where should I locate my business?
- What are the top 20 wealthiest ZIP Codes in Florida?
- How has my neighborhood changed in the last 10 years?
- Where should I market my new product?
- How is my target area different from the rest of the city?
- How many people in my county take public transit to work?
- How many pizza restaurants are within 1, 3 and 5 miles of my location?
- What percentage of people have a college degree in my neighborhood?
- How much does the average household spend per month on pet food and supplies?
- What are the demographics within a 1-mile radius of my store?
Feature Highlight: Mapping

- Users can quickly create maps using any of the thousands of data variables available in the program.

- The image here is showcasing educational attainment, bachelor's degree or higher in Philadelphia by Block Groups.

- Map images can be exported in PNG, JPEG, Vector and PDF formats.

- Users can also export Shapefiles for use in advanced mapping applications.

- Users can edit the map legend to customize ranges, color schemes and more.
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.
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.
Rank Locations

• The Ranking Report allows users to quickly analyze and rank all smaller locations within one larger geography.

• The example shown is ranking the top 10 ZIP Codes for highest percentage of adults walking to work in Boston, MA.
The Ring Study Report

- Select a central location and get a detailed table containing data for the 1mi, 3mi and 5mi rings around it. Use this when you need to understand the characteristics surrounding a specific location, or to compare locations for site selection.
Identify Trends Using Any Data Variable

• The Time Series Table makes it easy to quickly analyze all available years and projections for any data variable in the program.

• This example is tracking iPhone ownership for adults in the chosen geographies from 2013-2019.

• Most data packages in SimplyAnalytics contain multiple years of data.
The Quick Report

- The Quick Report is a predefined report that allows users to view the most popular Demographic or Housing variables instantly.

- The data categories for Demographics includes: Education, Language, Population, Gender, Age, Race & Ethnicity, Income, and Housing.

- The data categories for the Housing report content includes: Housing Counts, Building Sizes, Year Moved In, and Year Built.
Think of this as building a table from scratch. You can add any type of location (ZIP Codes, Census Tracts, Cities, etc.) and any variables to compare the data. For example, comparing some spending data for your home census tract versus the ZIP Code or county.
Create & Instantly Calculate Data for Custom Locations

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.

Calculated Data for Custom Locations

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Educational Attainment</td>
<td>Bachelor's degree or higher, 2020</td>
</tr>
<tr>
<td>Apparel and services</td>
<td>Other apparel products and services</td>
</tr>
</tbody>
</table>

Radius Location

Combination Location
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.
Import Your Data

- Importing your own data enables users to comeingle 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.
Thank You!

Please email support@simplyanalytics.com if you have any questions.