Answering Research Questions Using SimplyAnalytics

About this document: This guide will demonstrate how to answer research questions using SimplyAnalytics in a step-by-step format.

IMPORTANT – To answer these questions, you will first need to create a project. If you already have a project created, you can skip this section.

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Creating your project

There are two steps to creating your project: ① enter in at least one location, and ② select one or more seed variables.


SimplyAnalytics will automatically create a new project providing you with four views: A Map, Comparison Table, Quick Report and Ranking Table.

With the project created, you can proceed to answering the questions below.

## How can I get a community snapshot of my target location?

The Quick Report allows you to instantly access many of the most popular demographic & housing variables. Because the Quick Report is automatically generated for you when you create your project, you can easily access it by clicking on it towards the far-right of the interface. Alternatively, you can create a new quick report using the directions below.

1. Click on New View located towards the top-right of the screen and click *Create* under the *Quick Report* heading.
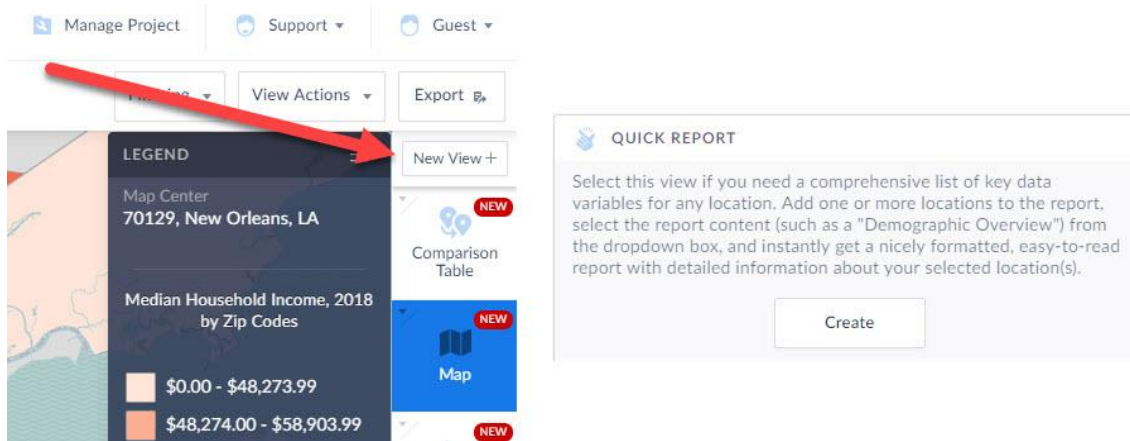
The *Edit View* screen appears showing the locations in your project. You can check or uncheck locations here.

If you want to use a new location, click on the Locations button on the left side of the interface and type in the location you want to use. Click **Done** and your report will generate.
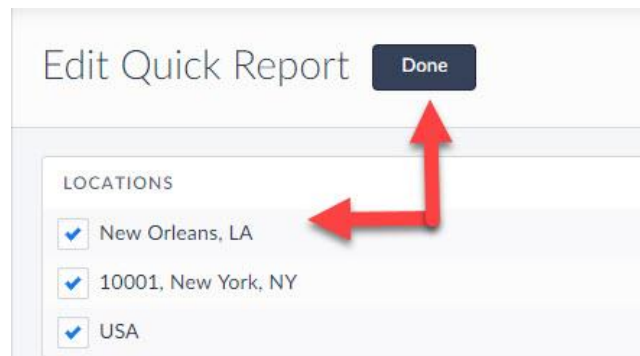
How do I identify trends over time for a data variable?

The Time Series table provides users with all years of data available for a given variable in each of your target locations.

1. Click on New View located towards the top-right of the screen and click *Create* under *Time Series Table*.
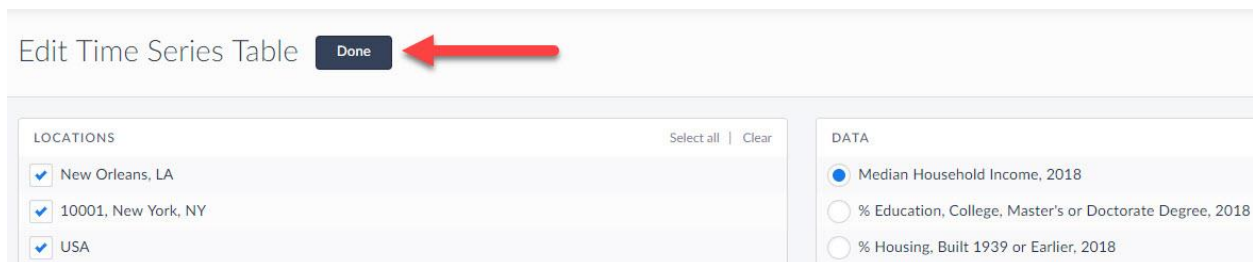
The report will provide you with multiple years of data for the chosen data variable.

Select the dropdown towards the top of the view to include projections of the data.

How do I compare my home Census Block Group (my address) with the Census Tract, ZIP Code, County and State it resides in?

The Comparison Report allows you to create a table using different location types and multiple data variables. A Comparison Report will automatically be created when a project is created.

1. Click on the Comparison Table option on the right to access the report. To add in your home Census Block Group and Census Tract from an address, select the Locations button on the left and type in your address.

Click *Address Search* and the location hierarchy for the location is shown. Add in the Block Group and repeat to add in the Census Tract.
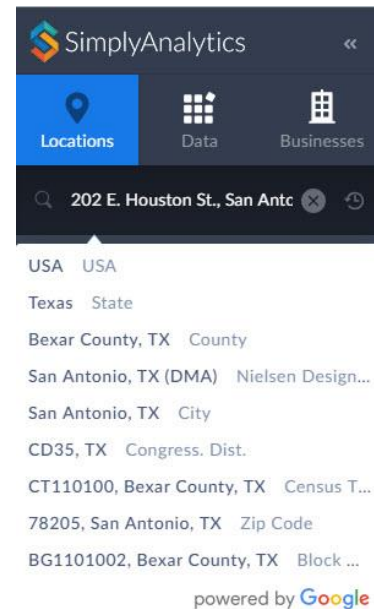
If you know the ZIP Code and County – enter them in the Locations search bar where you entered in the address and they will be added in to the report.

	BG1101002, Bexar County, TX	CT110100, Bexar County, TX	78205, San Antonio, TX	San Antonio, TX	Bexar County, TX	USA
Median Household Income, 2018	$32,955.00	$38,549.00	$36,105.00	$58,062.00	$63,861.00	$70,573.00
% Education, College, Master's or Doctorate Degree, 2018	41.79%	29.80%	33.10%	23.03%	24.74%	27.92%
% Housing, Built 1939 or Earlier, 2018	52.54%	25.95%	34.77%	4.53%	4.03%	11.14%

Adding in other data variables:

The data button located towards the left-hand side of the interface allows users to browse and add additional data variables to your report.
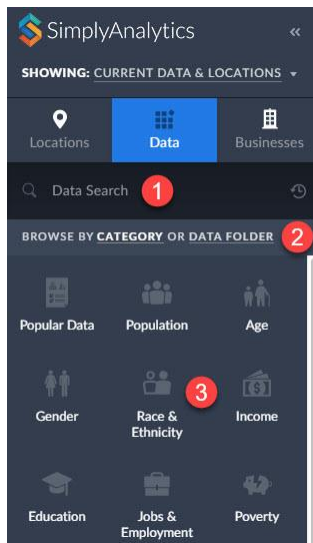
There are three different ways to browse for and search for data:

① Enter a keyword into the data search bar, such as: "poverty" or "pet food".

② Click on one of the major categories you see present, such as Population.

③ Click on the word '*Category*' and switch to browsing by '*Dataset*'(folders/subfolders).

Clicking on a category or browsing via dataset opens the Variables panel. To add in a data variable, simply click on the variable title itself and close out the panel. The variable will automatically be added.

How do I rank the top 100 ZIP Codes in a state for a variable?

The Ranking Table is a great way to quickly analyze many locations within one larger geography. For example, rank all counties in the US or all the Census Tracts in a county. A Ranking Table is also automatically generated for each project.

1. Select the locations button on the left and enter the state you want to analyze into the search field. You can then use the dropdown box at the top of the report to specify which geographies display and which data variable to rank.

You can rank any data variable in the application by adding it to the report.
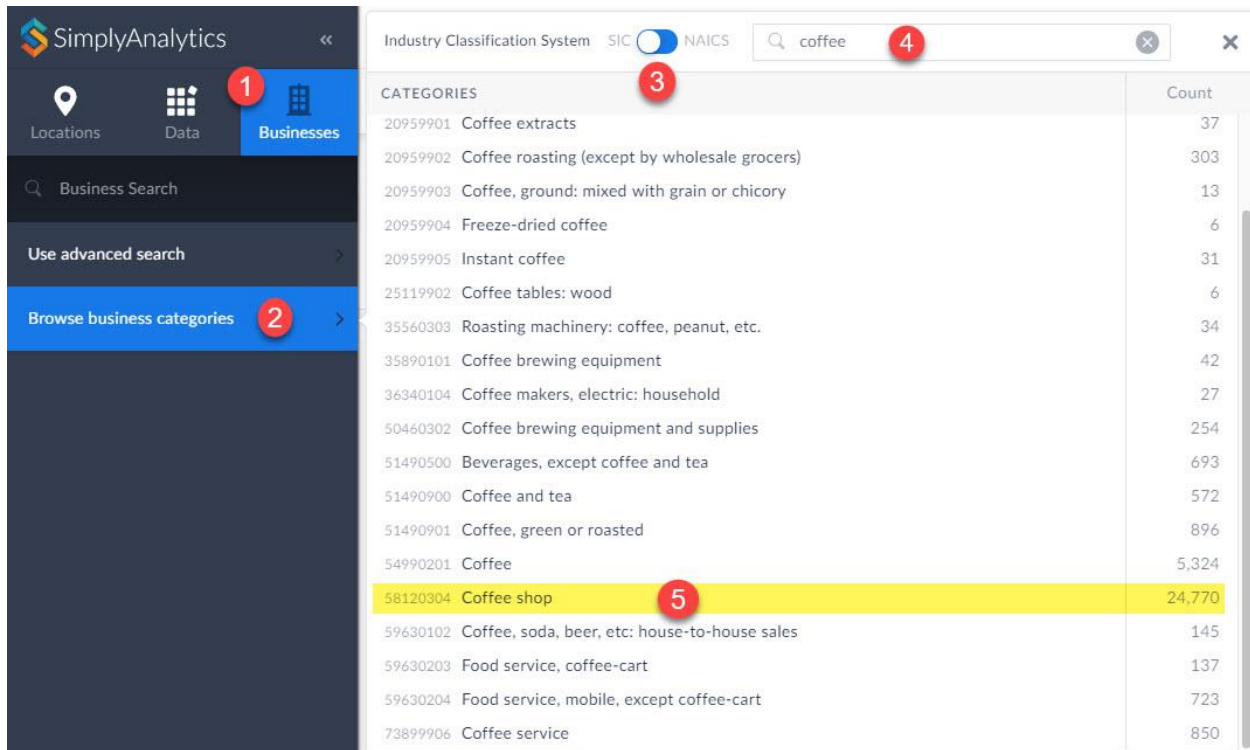

How do I generate a list of coffee shops in my city?

You can use a Business Table to generate a list of businesses in any location.

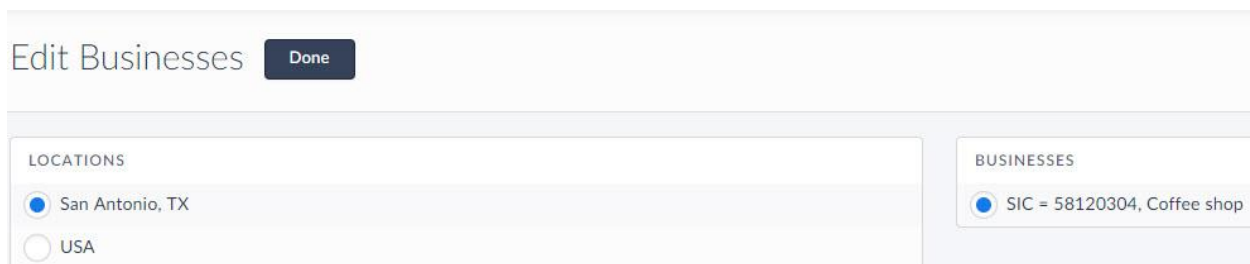Select *New View* at the top-right and Create under the *Business Table* heading.

① Select the Businesses button on the left. If you want to quickly pull a list of all coffee related businesses, you can type in the word *coffee* in the search panel and press Enter.

You may also browse businesses by SIC or NAICS code. Select ② Browse Business Categories and toggle to ③ SIC. From there, ④ type the word coffee in the search panel and select the code ⑤ for Coffee Shop.

With the code selected, specify the target location and click **Done**.

How do I analyze data for downtown, or any target neighborhood?

The Custom Combination Location feature enables users to combine locations of similar geographies to form one larger area. SimplyAnalytics will calculate all number, percent, and average data variables for the custom location.

Click on the Locations button, and select the Custom Locations heading. From there, select *Create New Combination Location*. Enter the name for your location in box number 1.

If you have a list of locations that make up your custom location, you can enter them into box number 2.
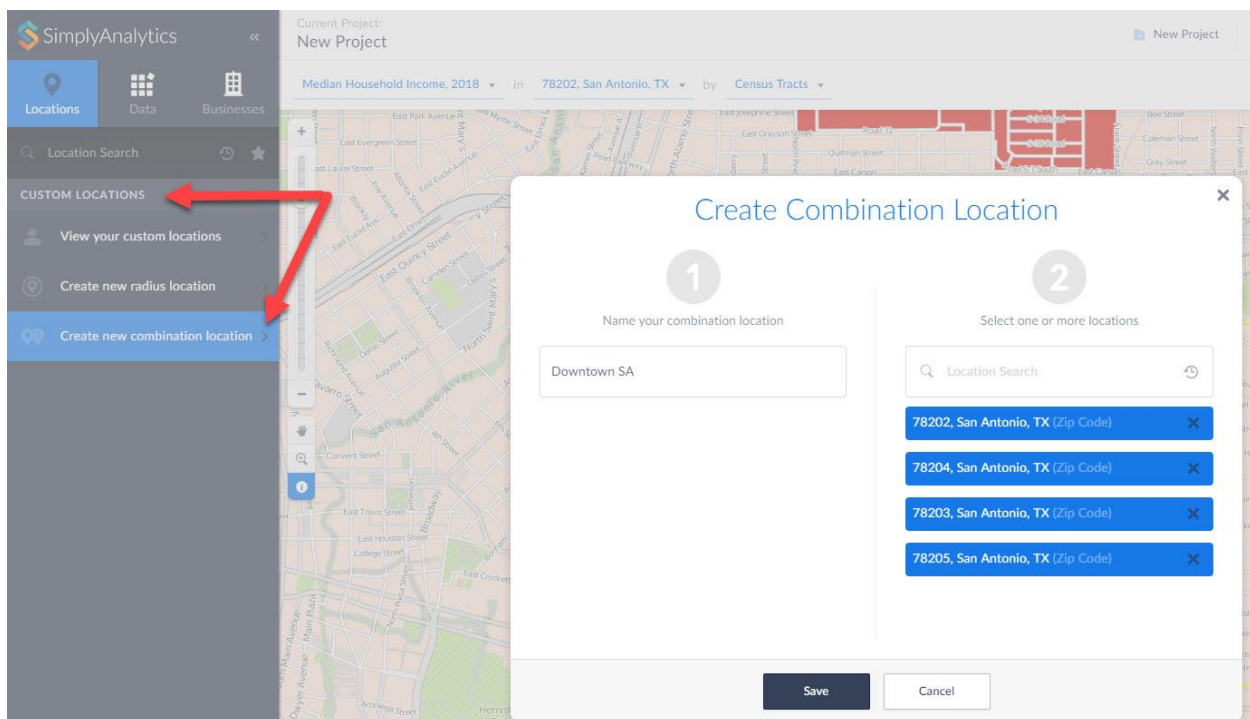
Alternatively, if you have previously used (⟳) or favorited (★) locations you can easily access them by clicking on the respective icons within the Locations button.

Tip: if you want to create a custom location from the map, you can use the i-tool on the map toolbar to select locations – they will be instantly added to your recent locations list.

How many restaurants are there within one mile of an address?

The radius location allows you to create a ring around a specific target area. SimplyAnalytics will calculate the average, percent and total variables for the radius. You can also run business queries for the custom locations you create.

Open a Business Report by selecting New View > Business Table

Towards the left, click on ① Location > ② Custom Locations > ③ Create New Radius Location

④ Enter the target address & click on one of the geographic units (such as a block group).
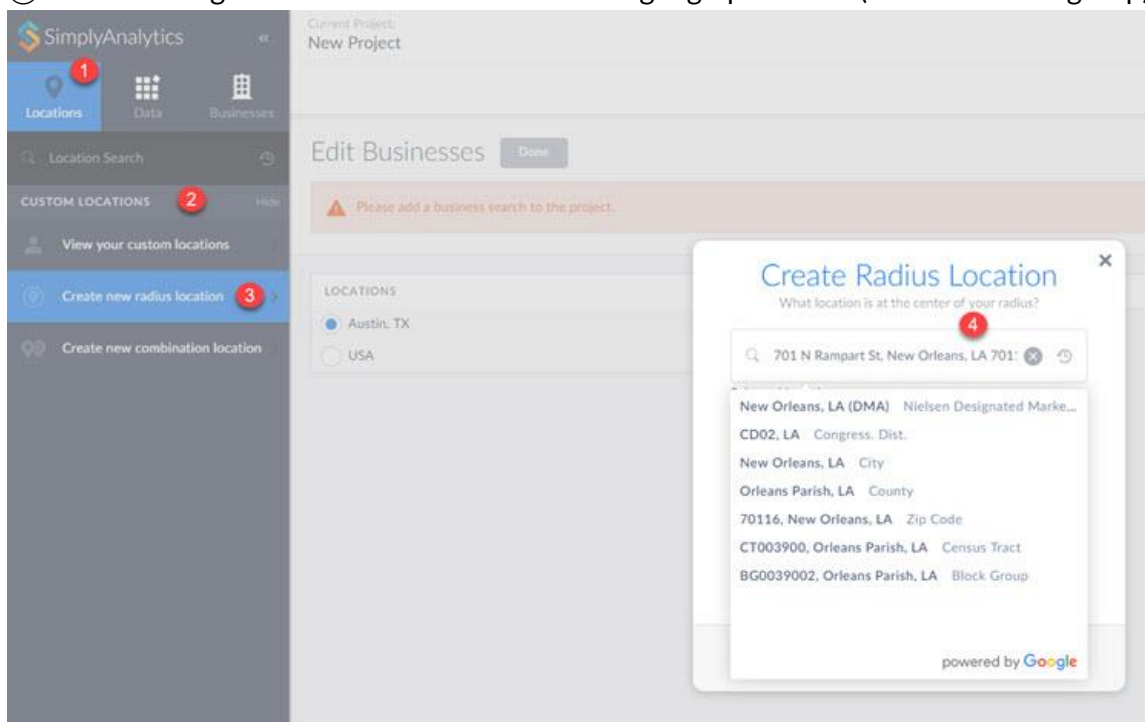
When you select the geographic unit, click on **Save** to create the custom location (the default radius will be 1 mile).

Next, you will need to setup the business query to search for both full service and limited service restaurants. This is possible by truncating the NAICS code to include both types of restaurants.

① Click on the Businesses button towards left and select ② *Use Advanced Search*.

③ Set the first dropdown to NAICS, then select "starts with" and lastly ④ type in the word restaurant. A list of related businesses will appear.
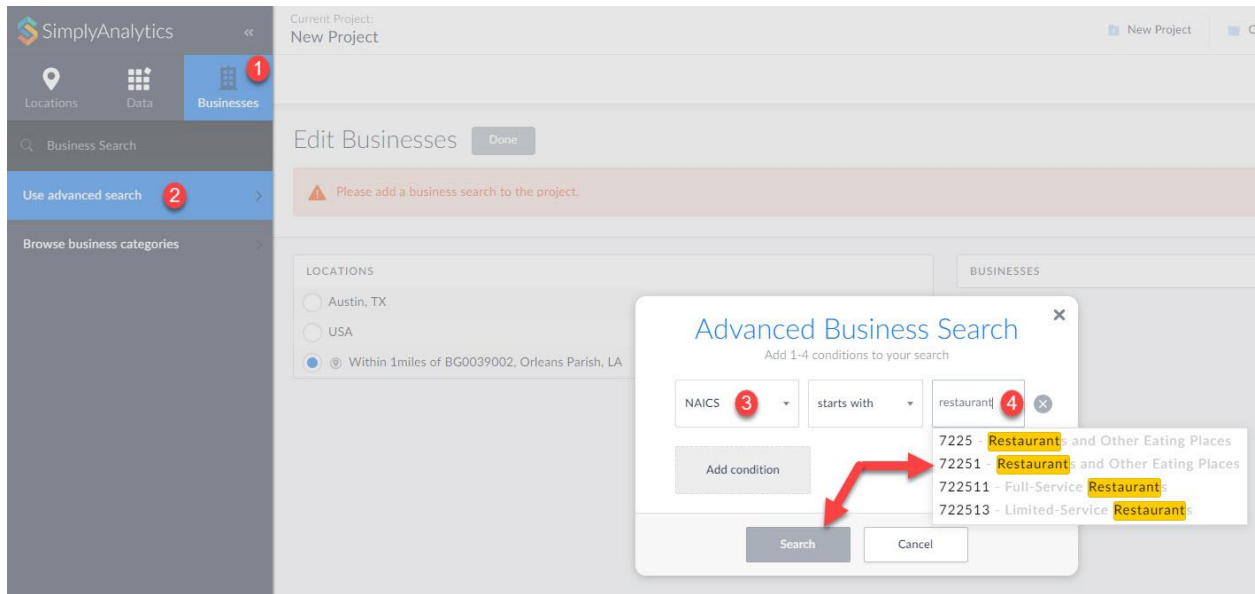
Click on 72251 – this query is then setup to include 722511 (full service) and 722513 (limited service).

Click search and the report will generate.

How do I use the data filter?

You can use data filters to help identify target areas based on criteria. For example, you want to rank the cities in the US that spend the most money on pet food, but you only want to include cities with a population greater than 150,000.

Open a Ranking Table and add some variables, including Pet Food (HH Avg) (found by selecting **Consumer Behavior** > **Pets categories**), and # Population (Found under the **Popular** category).

At the top of the Ranking Table, ensure USA is the chosen geography, and that cities is the geographic unit.

Click on the **Filtering** dropdown at the top-right. The Filters panel will open.

① Click on # Population, leave the condition dropdown to: "is greater than" and ② enter in 150,000 in the last available box. Click Apply & Close Out the panel.

All locations that don't meet your criteria will be stricken out. You can hide these locations altogether by reopening the Filters panel and clicking on the HIDE option at the top.