STEP-BY-STEP:

USING SIMPLYANALYTICS

SimplyAnalytics is a web-based mapping, analytics, and data visualization application that enables the creation of maps, charts and reports using online demographic, business and marketing data.

SimplyAnalytics partners with Environics Analytics to provide data including CensusPlus (includes data from the Census and the National Household Survey), HouseholdSpend (based on Statistic’s Canada Survey of Household Spending), PRIZM5 (the latest release of psychographic data classifying Canada’s neighbourhoods into 68 lifestyle types), and Dun & Bradstreet Canada (including a range of data for over 1.2 million Canadian businesses).

This guide explains how to use SimplyAnalytics to conduct different types of market and business research.

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MAPPING HOUSEHOLD SPENDING ON A PRODUCT IN A GEOGRAPHIC LOCATION

1. Start at the York University Libraries homepage. Enter SimplyAnalytics in the search bar, and click Find.

2. Select Click to access this resource.
3 It is recommended that you set up an account in order to save any maps or reports generated to come back to at a later date. Once you have an account, sign in to access the database.

4 Select the Create New Project icon

5 You will be prompted to enter the location of interest. Type Oakville in the search bar. Select Oakville, ON (CSD) Census Subdivision from the dropdown menu and click on the Create Project icon.
6 The system will automatically add a few variables to your project by default related to population and household income. Select the Got It option.

7 Oakville will then automatically appear (see the yellow highlighted area) in the default map view showing Total Population for 2016.

8 To change the variable displayed to reflect household spending on pet expenses, you can either use the search or browse data variable option shown in the left hand area of the screen.
Opt to Browse by Category. Select Consumer Behaviour from the left hand menu and then select Pets. Select Total expenditure | Household operation | Purchase of pets and related pet goods.

Exit the current window to view the map showing Oakville and total spending on pets and related pet goods. The data is broken down by Census Subdivisions.
In order to obtain a more fine geographic breakdown of total expenditures on pets and related pet goods, you can opt to view the data by Dissemination Area using the dropdown menu toward the top of the screen where Census Subdivision had been appearing. Zoom in using either the slider icon or the zoom magnifying glass icon to the right of the map display.
MAPPING AND EXPORTING A LIST OF COMPETITORS IN A SPECIFIC GEOGRAPHIC REGION

1 To add the locations of pet stores in Oakville to this map, select the Businesses icon in the top left area of the screen.

![Image of SimplyAnalytics interface with Businesses icon highlighted]

2 Select the Advanced Search option to search for a relevant NAICS code. Select NAICS from the first dropdown menu, leave the second dropdown menu at Starts with, and type pet in the search bar. Scroll down the dropdown menu that appears and select 453910 Pet and Pet Supplies Stores. Click on the search icon.

**TIP:** it is also possible to filter pet stores by name, or to screen businesses by number of employees or sales volume.
3 A new layer will appear on your map displaying the pet stores in Oakville as yellow dots. Larger dots are clusters of pet stores that are closely located, while smaller dots represent single stores. Hover over these points to view data about the store(s).

4 To create a downloadable list of all the pet stores in Oakville, switch from the Map view to the Businesses view on the righthand side of the screen. Each pet store in Oakville is listed including data such as address, line of business, primary NAICS, sales volume, number of employees, and year started etc.
To download this list select the Export option in the top right hand area of the screen. The option to download the list as an Excel file appears, with other choices of CSV or DBF.