

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).

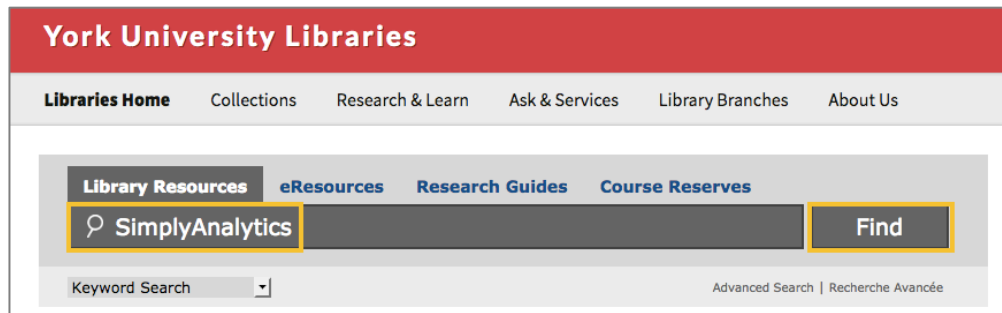
This guide explains how to use SimplyAnalytics to conduct different types of market and business research.

Mapping Household Spending on a Product in a Geographic Location ..... 2

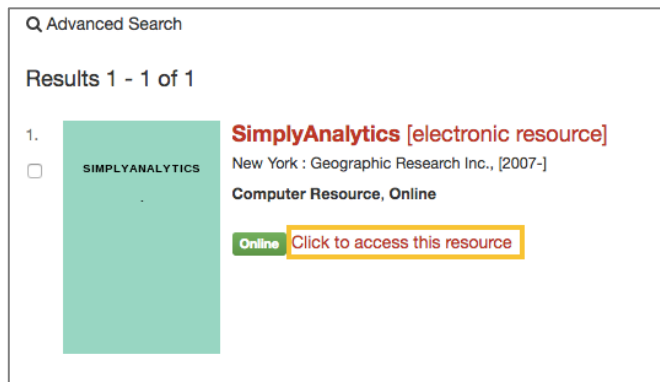
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# MAPPING HOUSEHOLD SPENDING ON A PRODUCT IN A GEOGRAPHIC LOCATION

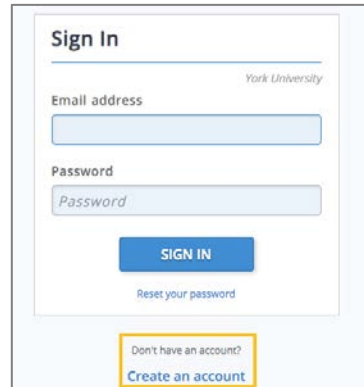
- 1 Start at the York University Libraries [homepage](#). Enter **SimplyAnalytics** in the search bar, and click **Find**.



- 2 Select **Click to access this resource**.

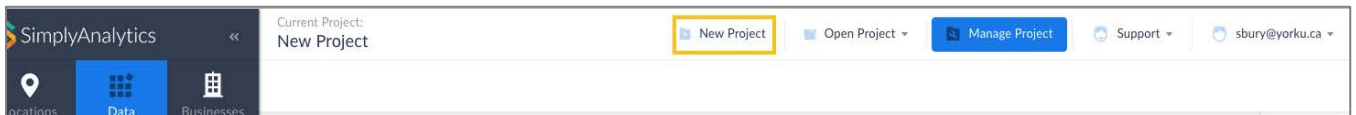


- 3** It is recommended that you set up an account in order to save any maps or reports generated to come back to at a later date. Once you have an account, sign in to access the database.

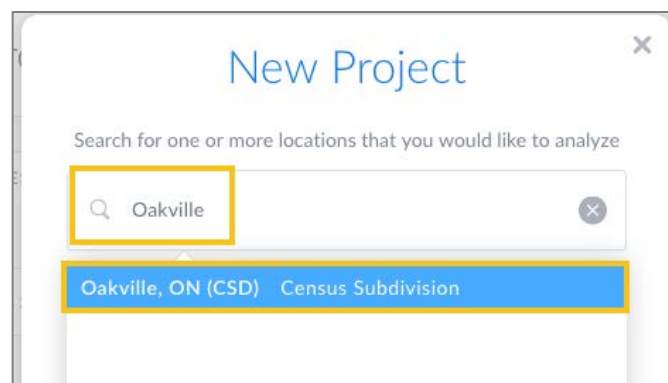


The image shows a 'Sign In' form for York University. It includes fields for 'Email address' and 'Password', a 'SIGN IN' button, a 'Reset your password' link, and a 'Create an account' link. The 'Create an account' link is highlighted with a yellow box.

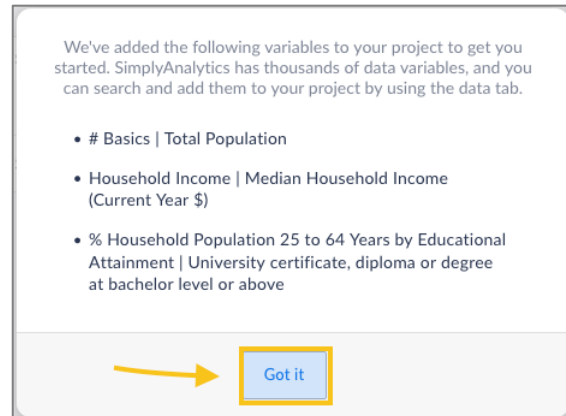
- 4** Select the Create New Project icon



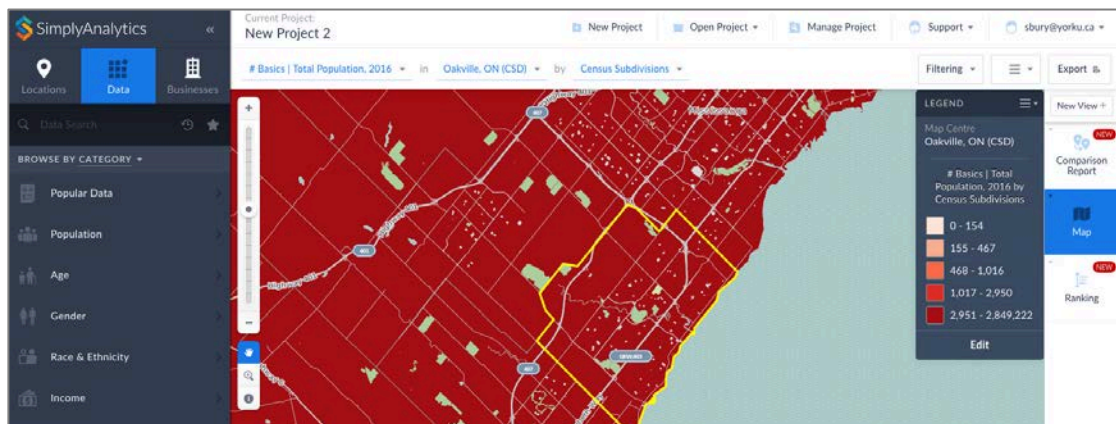
- 5** You will be prompted to enter the location of interest. Type Oakville in the search bar. Select Oakville, ON (CSD) Census Subdivision from the dropdown menu and click on the Create Project icon.



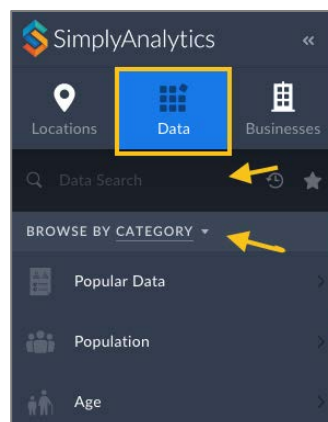
- 6 The system will automatically add a few variables to your project by default related to population and household income. Select the Got It option.



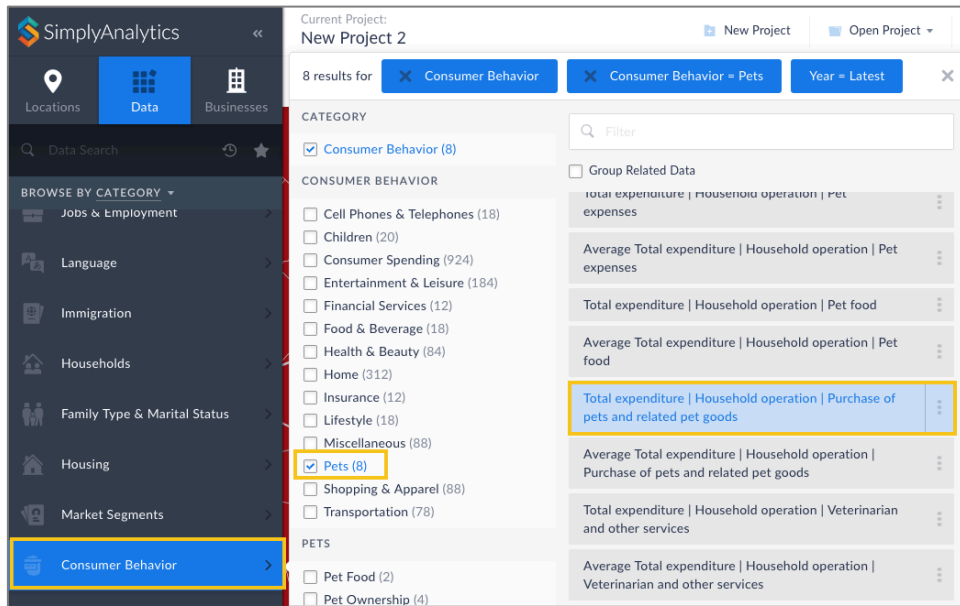
- 7 Oakville will then automatically appear (see the yellow highlighted area) in the default map view showing Total Population for 2016.



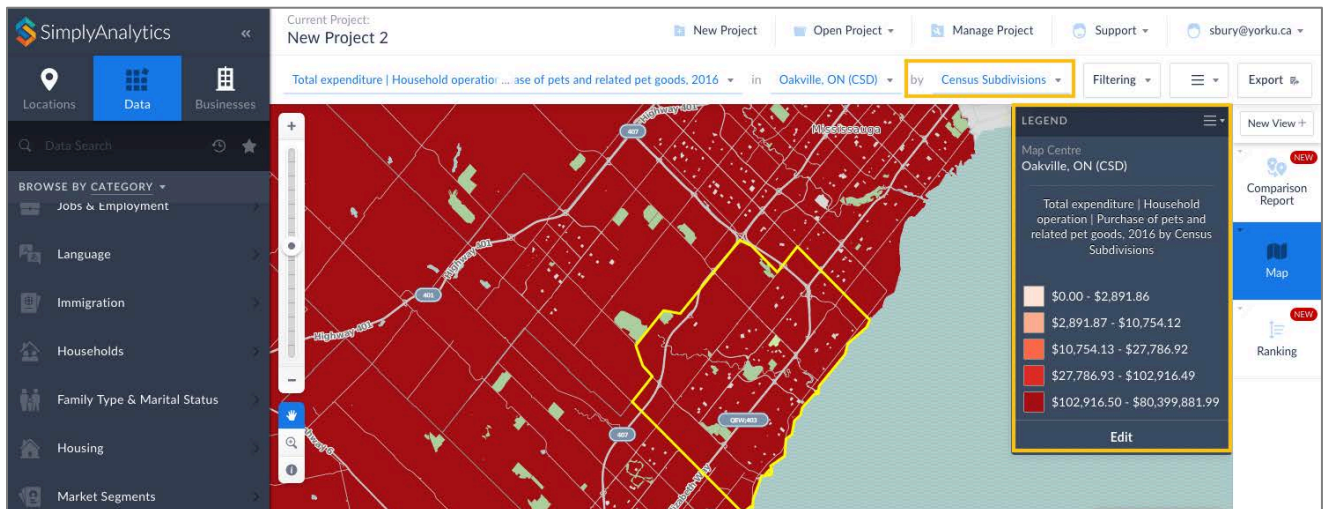
- 8 To change the variable displayed reflect household spending on pet expenses you can either use the search or browse data variable option shown in the left hand area of the screen.



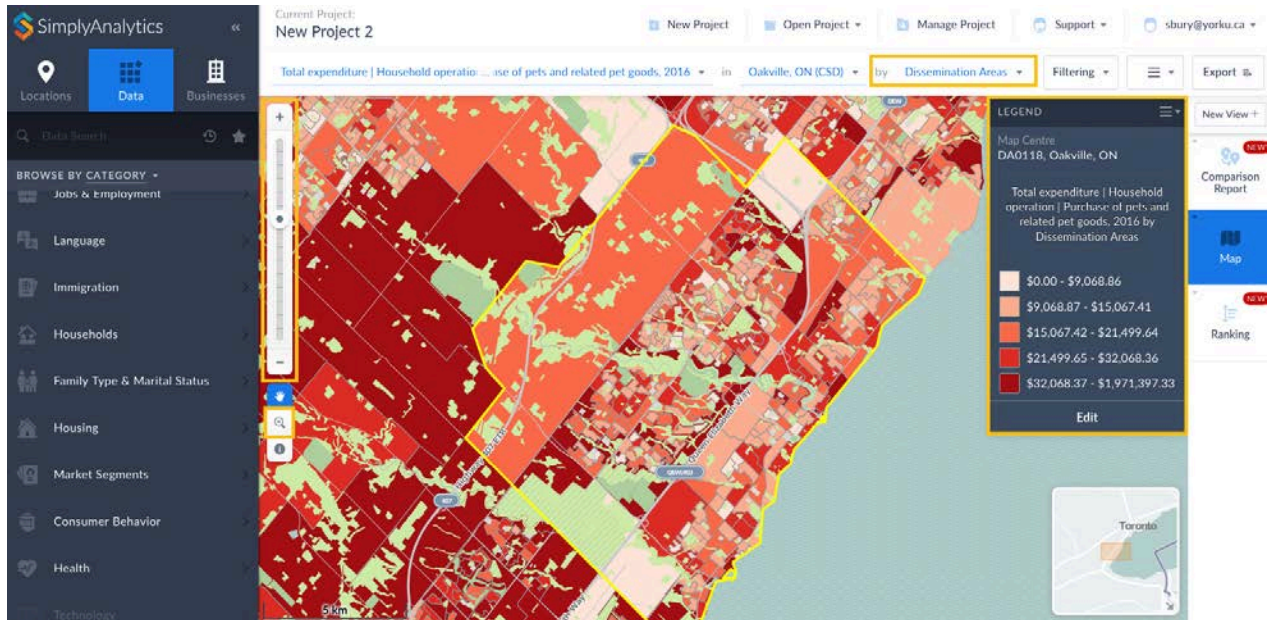
- 9 Opt to Browse by Category. Select Consumer Behaviour from the left hand menu and then select Pets. Select Total expenditure | Household operation | Purchase of pets and related pet goods.



- 10 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.

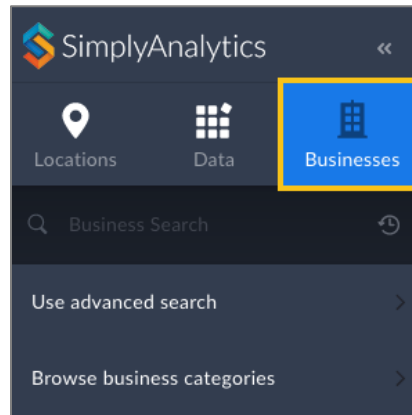


- 11 In order to obtain a more fine geographic breakdown of total expenditures on pets and related pet goods, you can opt to view the data by Dissemination Area using the dropdown menu toward the top of the screen where Census Subdivision had been appearing. Zoom in using either the slider icon or the zoom magnifying glass icon to the right of the map display.



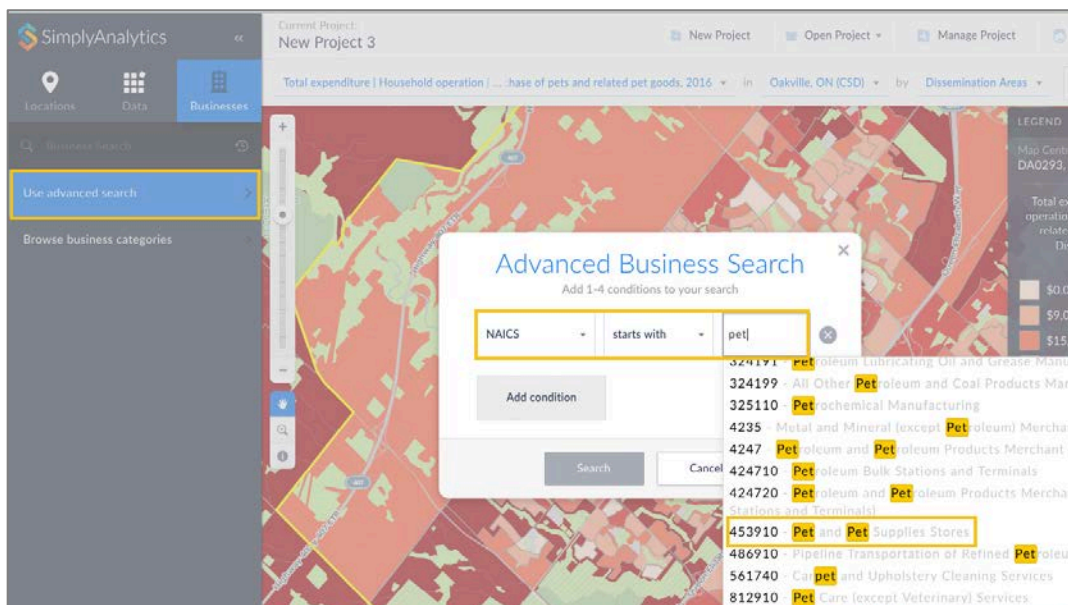
# MAPPING AND EXPORTING A LIST OF COMPETITORS IN A SPECIFIC GEOGRAPHIC REGION

- 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.

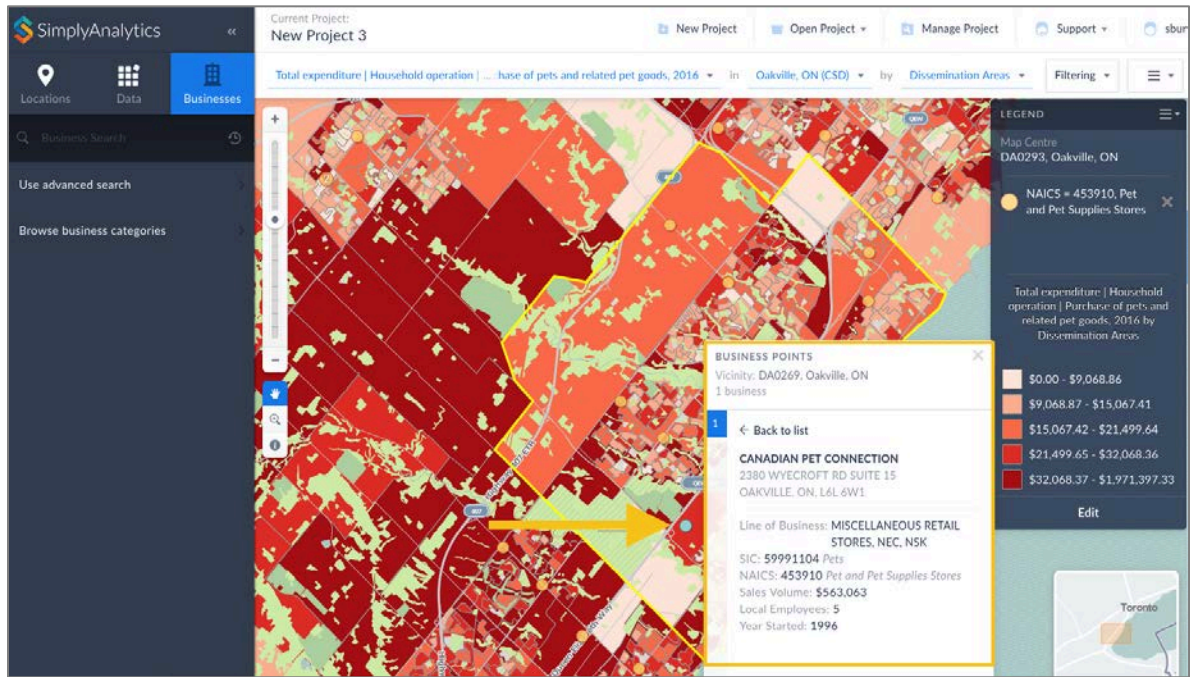


- 2 Select the Advanced Search option to search for a relevant NAICS code. Select NAICS from the first dropdown menu, leave the second dropdown menu at Starts with, and type pet in the search bar. Scroll down the dropdown menu that appears and select 453910 Pet and Pet Supplies Stores. Click on the search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

The screenshot shows the 'Businesses' view in SimplyAnalytics, displaying 11 results for 'NAICS = 453910, Pet and Pet Supplies Stores' in 'Oakville, ON (CSD)'. The table below lists the details for each business:

Company Name	Business Name	Street Address	City	Province Abbreviation	Postal Code	Telephone Number	Line of Business	New View +
1104979 ONTARIO LTD	PET VALU	1515 REBECCA ST	OAKVILLE	ON	L6L 5G8	9058254075	MISCELLANEOUS RETAIL STORES, P NSK	Comparison Report
1203958 ONTARIO INC		1500 UPPER MIDDLE RD W UNIT 58	OAKVILLE	ON	L6M 9G3	9058473299	MISCELLANEOUS RETAIL STORES, P NSK	Map
BEECHNUT BERRY BUGZ		1157 BEECHNUT RD	OAKVILLE	ON	L6J 7P2	9058293596	MISCELLANEOUS RETAIL STORES, P NSK	Ranking
BERRY PRODUCTIONS		2375 MARINE DRIVE	OAKVILLE	ON	L6L 1C5	9055109533	MISCELLANEOUS RETAIL STORES, P NSK	Businesses
CANADIAN PET CONNECTION		2380 WYECROFT RD SUITE 15	OAKVILLE	ON	L6L 6W1	9054690774	MISCELLANEOUS RETAIL STORES, P NSK	
HECCUBUS HOLDINGS INCORPORATED	PET VALU	511 MAPLE GROVE DR UNIT 24	OAKVILLE	ON	L6J 6X8	9058491977	MISCELLANEOUS RETAIL STORES, P NSK	
PET VALU CANADA INC		280 NORTH SERVICE RD W SUITE 21	OAKVILLE	ON	L6M 2S2	9053381646	MISCELLANEOUS RETAIL STORES, P NSK	
PET VALU CANADA INC		134A LAKESHORE RD W	OAKVILLE	ON	L6K 1E4	9058424557	MISCELLANEOUS RETAIL STORES, P NSK	
PET VALU CANADA INC		2427 TRAFALGAR RD SUITE 3	OAKVILLE	ON	L6H 4K7	9052574841	MISCELLANEOUS RETAIL STORES, P NSK	



- 5 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.

The screenshot displays the SimplyAnalytics web application interface. The top navigation bar includes 'Locations', 'Data', and 'Businesses' tabs. The main content area shows a table of business results for 'NAICS = 453910, Pet and Pet Supplies Stores' in 'Oakville, ON (CSD)'. The table has columns for Company Name, Business Name, Street Address, City, Province Abbreviation, Postal Code, and Telephone. An 'Export' button is visible in the top right corner of the table area. A dialog box is open over the table, allowing the user to select the file format (Excel, CSV, or DBF) and the export destination (Email or Save to computer). The 'Excel' option is selected, and the 'Save to computer' option is also selected. The dialog box has 'Export' and 'Cancel' buttons.

	Company Name	Business Name	Street Address	City	Province Abbreviation	Postal Code	Tele	
1	1104979 ONTARIO LTD	PET VALU	1515 REBECCA ST	OAKVILLE	ON	L6L 5G8	905	
2	1203958 ONTARIO INC		1500 UPPER MIDDLE RD W UNIT 5B	OAKVILLE	ON	L6M 3G3	905	
3	BEECHNUT BERRY BUGZ		1157 BEECHNUT RD	OAKVILLE	ON	L6J 7P2	905	
4	BERRY PRODUCTIONS		2375 MARINE DRIVE	OAKVILLE	ON	L6L 1C5	9055109533	MISCELLANEOUS RETAIL STORES, P NSK
5	CANADIAN PET CONNECTION		2380 WYECROFT RD SUITE 15	OAKVILLE	ON	L6L 6W1	9054690774	MISCELLANEOUS RETAIL STORES, P NSK
6	HECCUBUS HOLDINGS INCORPORATED	PET VALU	511 MAPLE GROVE DR UNIT 24	OAKVILLE	ON	L6J 4X8	9058491977	MISCELLANEOUS RETAIL STORES, P NSK
7	PET VALU CANADA INC		280 NORTH SERVICE RD W SUITE 21	OAKVILLE	ON	L6M 2S2	9052381646	MISCELLANEOUS RETAIL STORES, P NSK