

This guide is designed to help new SimplyAnalytics users get up and running as quickly as possible. If you have any additional questions please do not hesitate to contact us at support@simplyanalytics.com.

## (1) Your first project:

Creating your first project is easy. When you first sign in to SimplyAnalytics the program will ask you to search for one or more locations that you are interested in. Once you add them to the list, click "Create Project".

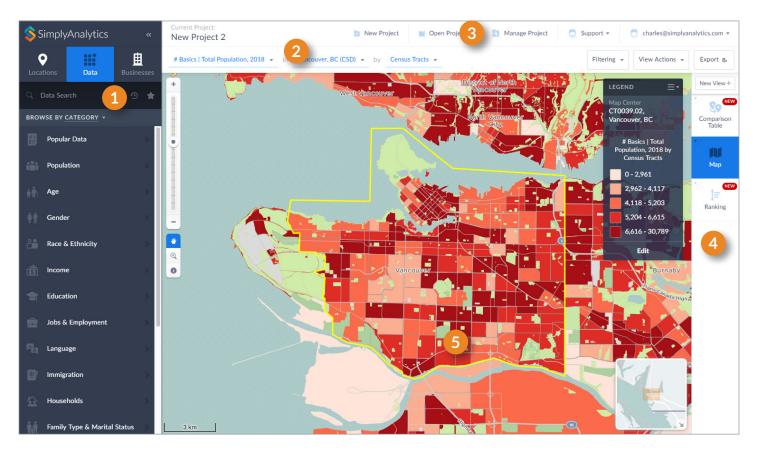
💲 SimplyAnalytics «	Current Project: New Project   New Project   New Project   New Project   C Support   C charles@simplyana	alytics.com 👻
Cocations Data Businesses		
🔍 Data Search 🛛 😙 🌟	Welcome to SimplyAnalytics	
BROWSE BY CATEGORY +		
Popular Data	Please add some locations, c will automatically create son New Project  After you add at least one location and one variable we on the support button at the top of the page.	
Population	Select a country for this project: Canada 🐱	
Age	Search for one or more locations that you would like to analyze:	
Gender	Vancouver, BC (CMACA) Census Metro Area	
Race & Ethnicity	Vancouver, BC (CSD) Census Subdivision Vanderhoof, BC (CSD) Census Subdivision	
income >	Vanscoy No. 345, SK (CSD) Census Subdivision	
Education	Vanscoy, SK (CSD) Census Subdivision Vanguard, SK (CSD) Census Subdivision	
Jobs & Employment		
Poverty		
Language		

We automatically add three "seed" variables to your project to get you started. Click "Create project" or change the selection. You can easily remove these variables or add additional variables later.

🔍 Data Search	9 😭	vvelcon	Please select one or more "seed" variables so we can auto-generate maps and reports for you.		
BROWSE BY <u>CATEGORY</u> +		Please add s	(Thousands of other data variables are available. Use the 'Data' tab to search and add them to your project.)	at least one location and one variable we	
Popular Data	2	will automat	# Basics   Total Population	button at the top of the page.	
Population	~		# Basics   Total Households		
Age	3		<ul> <li>% Occupied Private Dwellings by Period of Construction   Total Households For Period Of Construction   Built Before 1961</li> <li>Households by Income (Current Year)   Median Household Income (Current Year \$)</li> </ul>		
Gender	5		% Households by Income (Current Year)   Total Households   Household Income \$100,000 Or Over (Current Year \$)		
Race & Ethnicity			% Household Population 25 to 64 Years by Educational Attainment   Household Population 25 To 64 Years   No Certificate, Diploma Or Degree		
Income	>		% Household Population 25 to 64 Years by Educational Attainment   Household Population 25 To 64 Years   University Certificate, Diploma Or Degree At Bachelor Level Or Above		
Education	>		% Household Population by Mother Tongue   Household Population For Mother Tongue   Total Single Response   English		
Jobs & Employment	>		% Household Population by Mother Tongue   Household Population For Mother Tongue   Total Single Response   French		
Poverty	*		Create project Create project without seed variables		

## (2) Navigating the interface:

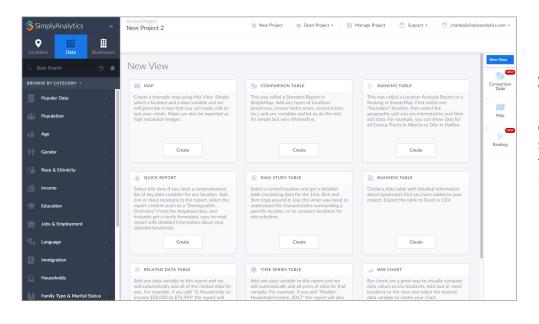
The user-interface of SimplyAnalytics has three main parts: the "building blocks" along the left side (locations, data, businesses), the "view" in the middle, and a "view list" along the right side. The following diagram points out the important parts of the UI.



- 1 This left area is where you search for locations, data, and businesses and add them to your current view and project. Each of the three tabs has a search box, but you can also browse data variables by categories or dataset, and browse businesses by SIC or NAICS industry codes.
- 2 This is the top of your view. The dropdown boxes at the top of your views allow you to quickly change locations or toggle between data variables. The map view also has a dropdown box for geographic unit, as shown above.
- 3 These buttons allow you to create a new project, open an existing project, or manage the locations, data variables, and businesses that are in your current project.
- 4 The right side of the application is where you can rename, reorder, or switch between views. Or you can click the "New View" button to create a new view.
- 5 This is the view workspace that displays maps, charts, or reports. Many of these data visualizations are interactive. For example, you can edit your map legend to change colors and break values, sort tables using any of the columns, or click on table cells to get more options.

## (3) Creating and editing views

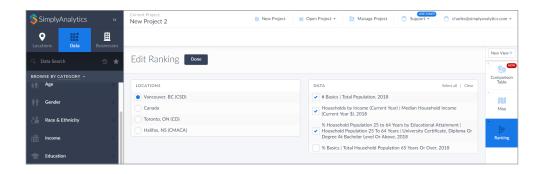
You can easily create new views by clicking on the "New View" button located at the top of the view list on the right side of the program.



After you click the "New View" button you will see a list of all available views with descriptions. You can have several of each view type, for example you can have have multiple map views or ranking table views.

When you add a new data variable or location to one view it is not automatically visible in other views. To make them visible you will need to edit the view by clicking the "Edit View" button in the view menu.

SimplyAnalytics	«	Current Project: New Project 2		D N	ew Project 👘 Open Project 🦷	Manage Project	🕤 Support 👻	charles@simplyar	alytics.com +
Locations     Data	Businesses	Top 100 + Ce	ensus Tracts 👻	in Vancouver, BC (CSD) 👻 s	orted by #Basics   Total Population	on, 2018 👻	Filtering +	View Actions	Export g,
Q Data Search	• <b>*</b>	Location		# Basics   Total Population, 2018 +	Households by Income (Current d Income (Current Year \$), 2018	% Household Population 25 to Bachelor Level Or Above, 2018		Edit View	New View +
BROWSE BY CATEGORY -		1 CT0049.01,	Vancouver, BC	14,776	\$79,194.45	60.72%		Delete View	Comparison
Popular Data	>	2 CT0059.14,	Vancouver, BC	9,900	\$61,344.38	56.38%			Table
Population	>	3 CT0032.00,	Vancouver, BC	9,795	\$73,450.30	34.98%			Map
Age		4 CT0066.00,	Vancouver, BC	9,402	\$63,027.75	55.63%			7 <u>+</u>
		5 CT0012.00,	Vancouver, BC	8,725	\$78,586.05	45.00%			Ĵ≡ Ranking
Gender		6 CT0048.00,	Vancouver, BC	8,521	\$60,532.06	57.66%			
Race & Ethnicity	>	7 CT0059.06,	Vancouver, BC	8,441	\$23,583.69	49.95%			
f Income	>	8 CT0017.01,	Vancouver, BC	8,015	\$57,624.04	22.80%			
Education	>	9 CT0059.11,	Vancouver, BC	7,989	\$61,324.62	59.41%			
Jobs & Employment	, I	10 CT0025.00,	Vancouver, BC	7,863	\$105,548.18	63.94%			
Language	>	11 CT0041.02,	Vancouver, BC	7,850	\$78,398.32	59.11%			
Immigration		12 CT0016.04,	Vancouver, BC	7,801	\$62,525.10	25.32%			
		13 CT0005.00,	Vancouver, BC	7,762	\$37,065.62	40.76%			
Households	>	14 CT0034.02,	Vancouver, BC	7,719	\$71,507.88	30.16%			
https://app.simplyanalytics.com/index.h	html#		зc	7,643	\$46,695.75	49.71%			



In edit mode you can show or hide data variables and locations. In the example to the left "Total Household Population 65 Years Or Over" is not yet visible in this ranking. Check the box next to this data variable to make it visible.