SimplyAnalytics Tutorial

SimplyAnalytics is a web mapping application developed by Geographic Research Inc. The application enables users to create thematic maps and reports using demographic, business, and marketing data on-line. In this guide, we will see how to create a few thematic maps and reports for Los Angeles, CA.

- Get started with SimplyAnalytics
- Create a thematic map

Getting Started

1. Go to the LMU Library Homepage (http://library.lmu.edu), in the search box on the front page, click Library Catalog and type SimplyAnalytics in the box. Click the SimplyAnalytics link. This will bring you to the website.

2. The welcome page looks like the following. If you are a returning user, you can directly login in with your LMU e-mail address and password.
3. If you are a first time user, you will need to set up an account. Click Create an account, this will open a new window. Fill in all the required information and click Register to finish the registration process. (Note: Use your LMU email address).

4. A confirmation e-mail will be sent to your e-mail address and you will need to check your e-mail and activate your account.

5. When you log in, you will be automatically navigated to the SimplyAnalytics workspace screen. The workspace screen is displayed below.
Create and export a thematic map

Now we are interested in creating and exporting a thematic map showing the average household amount spent on dental services in Los Angeles in 2016. You will need to follow a few steps:

1. Start a new project
   Click **New Project**, found at the top of the page, type in the desired location, and select the appropriate location. Select the Los Angeles, CA - City.

2. SimplyAnalytics automatically adds certain variables into your project. These variables include: Total Population, Median Household Income, and Percentage of Household Population 25-64 Years by Educational Attainment. These variables can be changed through the drop down menu at the top of the page.
3. Select the Zoom icon by bounding box to draw a box around the city of Los Angeles.

4. Now you are going to add a variable showing the average household expenditure on dental services. Click on the Data tab, and select Browse by Category. Expand the Consumer Behavior option. Type "dental" in the search bar and select Dental Services (Household Average). Under Year > Current and Recent > select 2016.

5. The Average Total Expenditure | Health care | Direct costs to household | Dental services should now be displayed on the map.