# Simply Analytics

University of Maryland Libraries
GIS and Spatial Data Center

Julia Bell
GIS Specialist
jbell129@umd.edu

Dr. Kelley O'Neal
GIS Scientist
kelleyo@umd.edu

# GIS Services in the Libraries

- Workshops - 10 offerings available

  - Geospatial tools in R coming soon

- 1:1 consulting, collaboration

- Customized guest lectures/lab exercises

- Geospatial Researcher in Residence Program

- GIS lab in 4120 open for use during Library hours

- Access to free online tutorials and software trials

- See www.lib.umd.edu/gis for more information

# Add'l Research Services

- Research Commons services:

- General research assistance

  – Proposals, ORAA requirements, presentations, etc.

- Data management

- Statistics consulting

- 3D scanning and printing; video editing

- Funding for open access publishing

- See www.lib.umd.edu/rc for more information

# Workshop Outline

1. Introduction – What is Simply Analytics?

2. Exercises at your own pace.

3. Questions and concerns throughout – feel free to ask questions at any time!
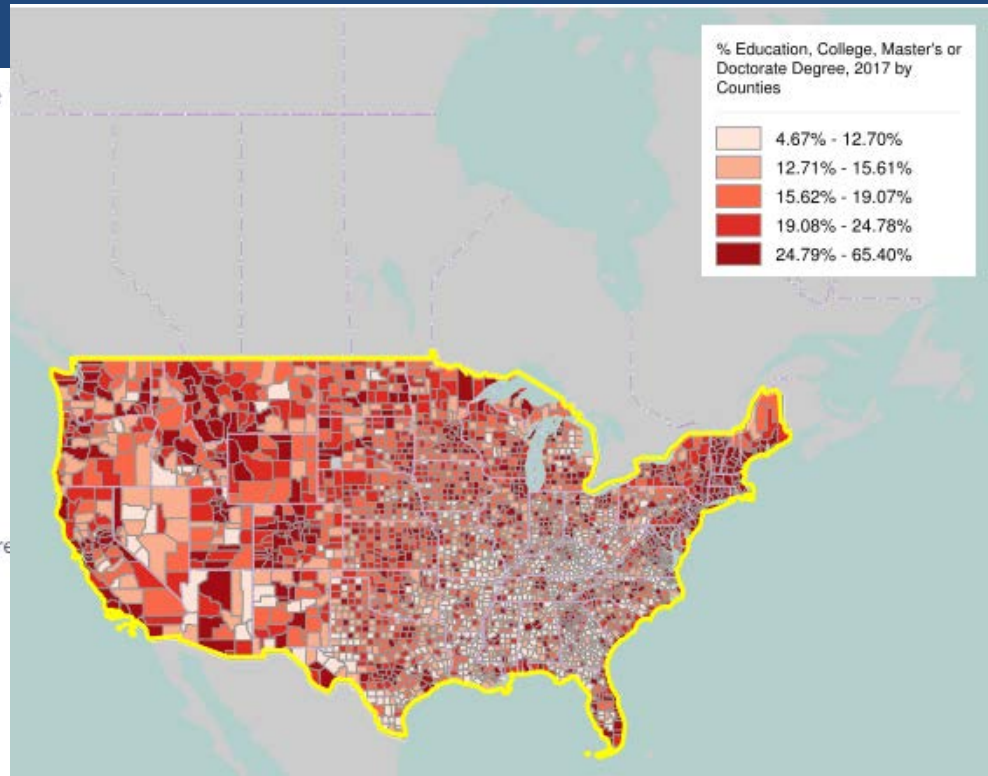
# What is SimplyAnalytics?

- SimplyAnalytics is a web-based mapping, analytics, and data visualization application that makes it easy for anyone to create interactive maps, charts, and reports using 100,000+ data variables.

- Answer questions using premium demographic, business, health, and marketing data.

# Demographics

- An easy tool to create maps to display demographics.

# Comparing Data

- Can be used to compare date across different locations

|  | College Park, MD | USA | 20769, Glenn Dale, MD |
|---|---|---|---|
| Median Household Income, 2017 | $70,615.00 | $68,272.00 | $129,704.00 |
| Household Income, Per Capita ($), 2017 | $23,591.00 | $35,542.00 | $51,400.00 |

# Filtering

- You can set conditions for your selected variable

# Ring Study Report

- **Analyze data 1, 3, and 5 miles from a specific location**

| | 1 mile radius | 3 mile radius | 5 mile radius | All of USA |
|---|---|---|---|---|
| Median Household Income, 2017 | N/A | N/A | N/A | $68,272.00 |
| % Education, College, Master's or Doctorate Degree, 2017 | 35.90% | 27.66% | 33.29% | 27.81% |
| % Housing, Built 1939 or Earlier, 2017 | 8.37% | 7.97% | 10.47% | 11.70% |

# Overlay business data with demographic or marketing data

# Nielsen PRIZM™ Segments and Consumer Profiles

- Identify prominent consumer profiles in your neighborhood using the Nielsen PRIZM™ segmentation system, which defines 66 demographic and behavior types to help marketers discern households purchasing preferences.



Variable Metadata

Name   % Households Segment 7: Money & Brains

Year   2017

Path   Nielsen PRIZM » Segments

Definition   Wealthy, Older Family Mix
The residents of Money & Brains seem to have it all: high incomes, advanced degrees, and sophisticated tastes to match their credentials. Many of these city dwellers are married couples with few children who live in fashionable homes on small, manicured lots.

**Social Group:** Urban Uptown

**Lifestage Group:** Affluent Empty Nests

**2014 Statistics:**
US Households: 2,541,005 (2.11%)
Median HH Income: $88,837

**LifeStyle Traits**

- Shop at Banana Republic
- Travel for business

# Let's Go!

# ArcGIS Exercises

# lib.umd.edu/gis/workshops