

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?

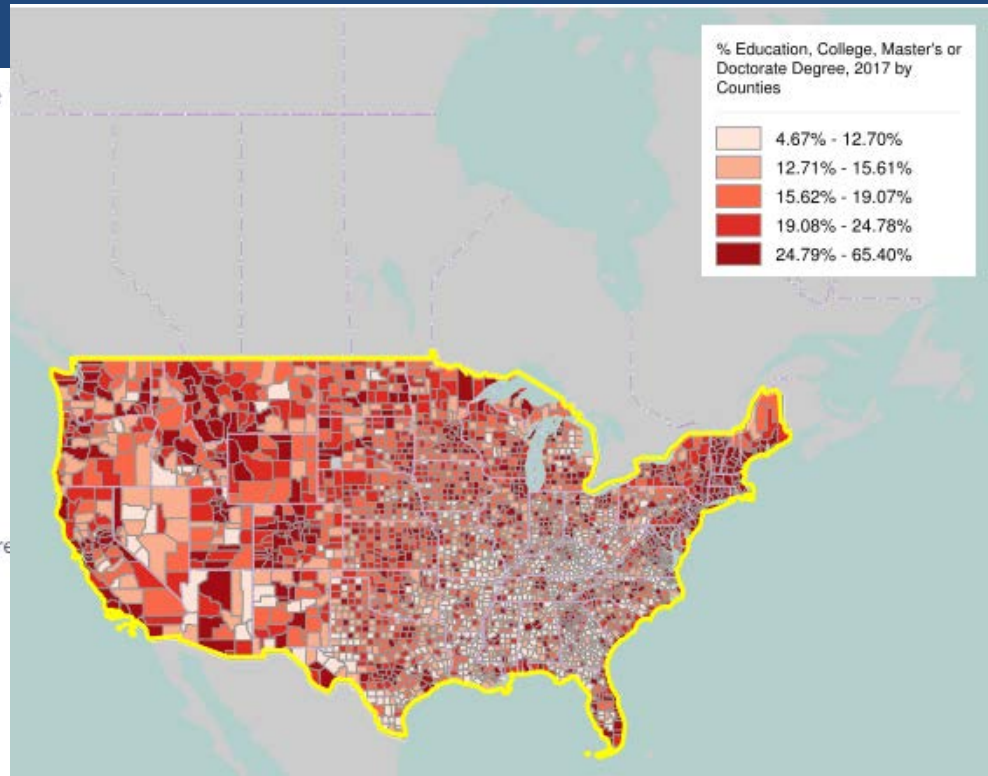
- SimplyAnalytics is a web-based mapping, analytics, and data visualization application that makes it easy for anyone to create interactive maps, charts, and reports using 100,000+ data variables.
- Answer questions using premium demographic, business, health, and marketing data.

Demographics

- An easy tool to create maps to display demographics.

(Thousands of other data variables are available. Use the tool to search and add them to your project.)

- # Population
- Population Density (per sq. mile)
- % Population, 65 Years and Older
- Median Household Income
- % Households w/Income \$100,000 and Over
- % Education, < High School
- % Education, College, Master's or Doctorate Degree
- # Households (HHs)
- # Housing, Units
- % Housing, Built 2010 or Later
- % Housing, Built 1939 or Earlier



Comparing Data

- Can be used to compare data 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

The screenshot displays a data filtering interface with the following components:

- Top Navigation:** A blue "Filtering" button, a "View Actions" dropdown, and an "Export" button.
- Step 1:** "Select a data variable" with a search bar labeled "Filter". Below the search bar is a list of variables:
 - Median Household Income, 2017
 - # Male Population, 2017
 - % Speaks English, 2017
 - Household Income, Per Capita (\$), 2017
- Step 2:** "Build your filter using one to four conditions" with a close button (X).
 - Filter:** A toggle switch is set to "On".
 - Options:** Radio buttons for "Hide" and "Strikeout", with "Strikeout" selected.
 - Condition 1:** A box containing "Median Household Income, 2017" is followed by a dropdown menu set to "is greater than" and a text box containing "\$70,000.00".
 - Logic:** A line with "and" and a dropdown arrow indicates the logical connector between conditions.
 - Placeholder:** A button labeled "Add a variable on the left (Optional)" is positioned below the first condition.

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%

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.



The screenshot shows a window titled "Variable Metadata" with a close button (X) in the top right corner. The content is organized into several sections:

- 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