Introduction
For Students

Purpose

SimplyAnalytics is a Geographic Information Tool that uses adjusted data from Statistics Canada and presents the information in an easy to use system. SimplyAnalytics stores demographic, business and marketing data and allows users to easily access this information through maps, reports and rankings.

Getting Started

To get started, navigate to http://resources.library.ubc.ca/page.php?details=simplyannalytics&id=1044.
SimplyAnalytics will only work if you are accessing it on campus, or by connecting to UBC VPN while away from campus.

If you would like SimplyAnalytics to remember your searches, you must create a user account on the site. Otherwise, you can use the link at the bottom of the page to use a guest account.

Mapping Example

In this example, we will determine the average amount of money West Vancouver residents spent on newspapers in 2016.

Step 1: Click "New Project", then select your country (Canada or USA), then search for West Vancouver in the locations search box. Select "West Vancouver, BC (CSD) Census Subdivision". Click "Create Project". This will create a map of West Vancouver.

Step 2: On the left hand menu, click "Consumer Behavior", check off "Consumer Spending". Under Entertainment & Leisure, check off "Books & Reading". Click "Average Total Expenditure: Reading materials: Newspapers". Close the pop-up box.

This will produce a map of West Vancouver, showing the average amount spent on newspapers in the area. By clicking on "Edit Legend" you can change how the map is drawn, including the number of categories, the category breakdown, and the color scheme.

Uses

SimplyAnalytics can be used to conduct market research on specific demographics and locations. It allows the user to select a variable and see its effect on a map of a location. SimplyAnalytics can also create reports and rankings that compare multiple variables across a single or multiple locations.

Further Help

If you are unsure how to use SimplyAnalytics, click on "Support" in the top right corner of the screen to access Video tutorials on creating maps, reports and rankings. If you are still having problems, please contact a reference librarian.