1. Go to: [http://libguides.up.edu/bus371](http://libguides.up.edu/bus371)
   On the Markets tab, choose the link to SimplyAnalytics.

2. If you would like to save your work, sign in as a guest. Otherwise, create an account.

3. Select the button at the top of the screen. To create a map (the default report):

4. Enter locations to include in your project. You can always add more at any time! Some starting ideas:
   - Portland, OR (City)
   - Enter an address (e.g. 5000 N. Willamette Blvd., Portland, Oregon, 97203) and select “Address Search” to see all locations associated with the address

5. Select “seed variables” for your project, OR --

6. – Select on the left-hand side and browse variables by category (e.g. Consumer Behavior).
   - As you browse, you can narrow your search by
     - Subcategory (e.g. Entertainment & Leisure)
     - Further subcategory (e.g. Personal Sports & Fitness)
     - Year – notice that Projections are available
     - Data Type: these might be Percentage, Average, Count
   - Select a variable, e.g. “Sports, recreation and exercise equipment Household Average” (Note: expenditure data are based on SimplyAnalytics algorithms, not primary research

   - You can add more variables to reports at any time by selecting the button at the right-hand corner of the report.

7. Close the variable selection window to view your map.
8. Notice that you can change Variable, Location, and Sublocation.
9. It’s also possible to edit the legend, but first –

   - You might want to view the “Ranking” report for your map. Select from the right-hand side.

10. Select . Notice that your variables are not represented? Select “View Actions” / “Edit View” to add variables.

11. Now, select from the view menu. Notice “Related Data Table.” After you select your parent variable, this report will list all variables from the parent category.

12. Look at the options for each report.

13. Experiment and have fun!