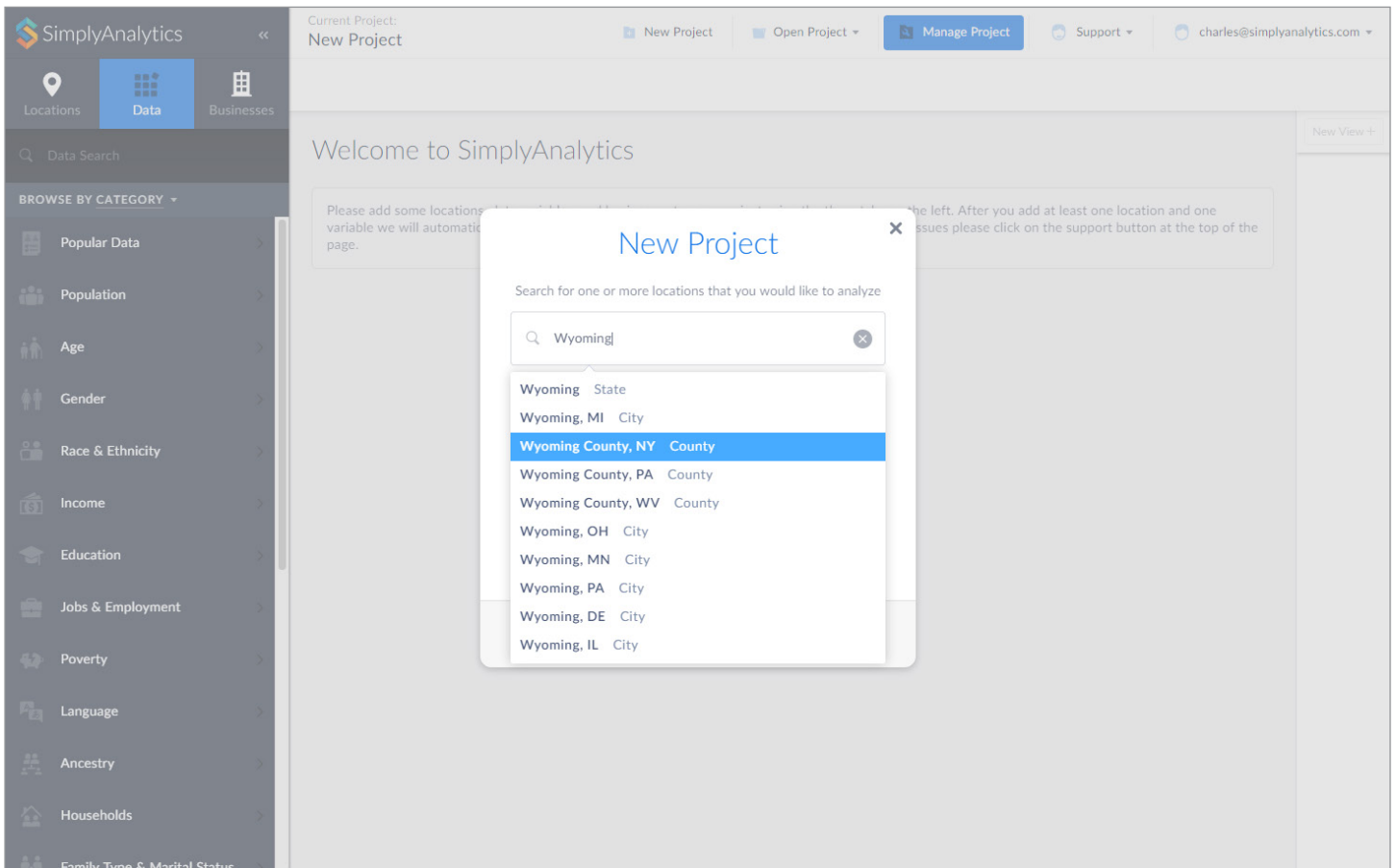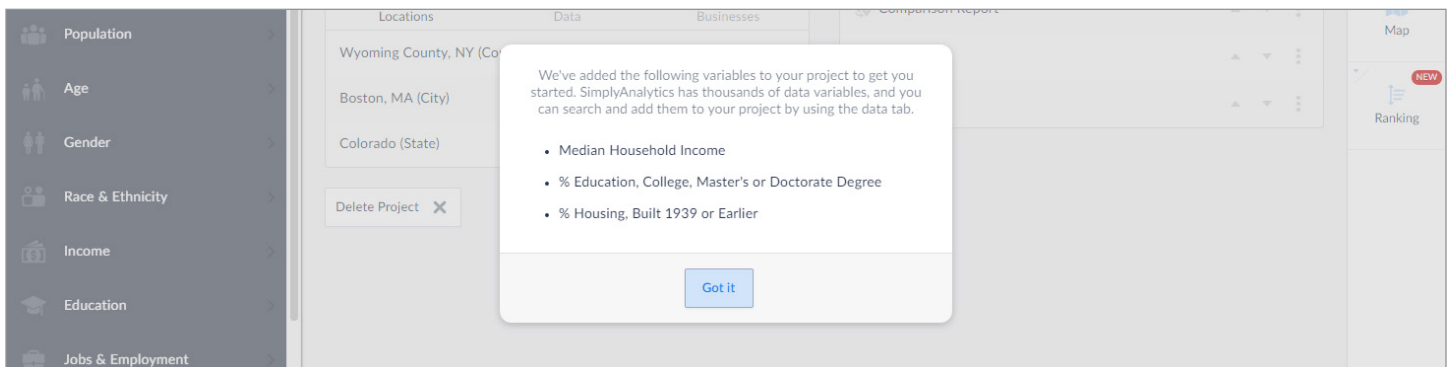# SimplyAnalytics® Reference Guide

This guide is designed to help new SimplyAnalytics users get up and running as quickly as possible. If you have any additional questions please do not hesitate to contact us at **support@simplyanalytics.com**.

(1) Your first project:

Creating your first project is easy. When you first sign in to SimplyAnalytics the program will ask you to search for one or more locations that you are interested in. Once you add them to the list, click "Create Project".
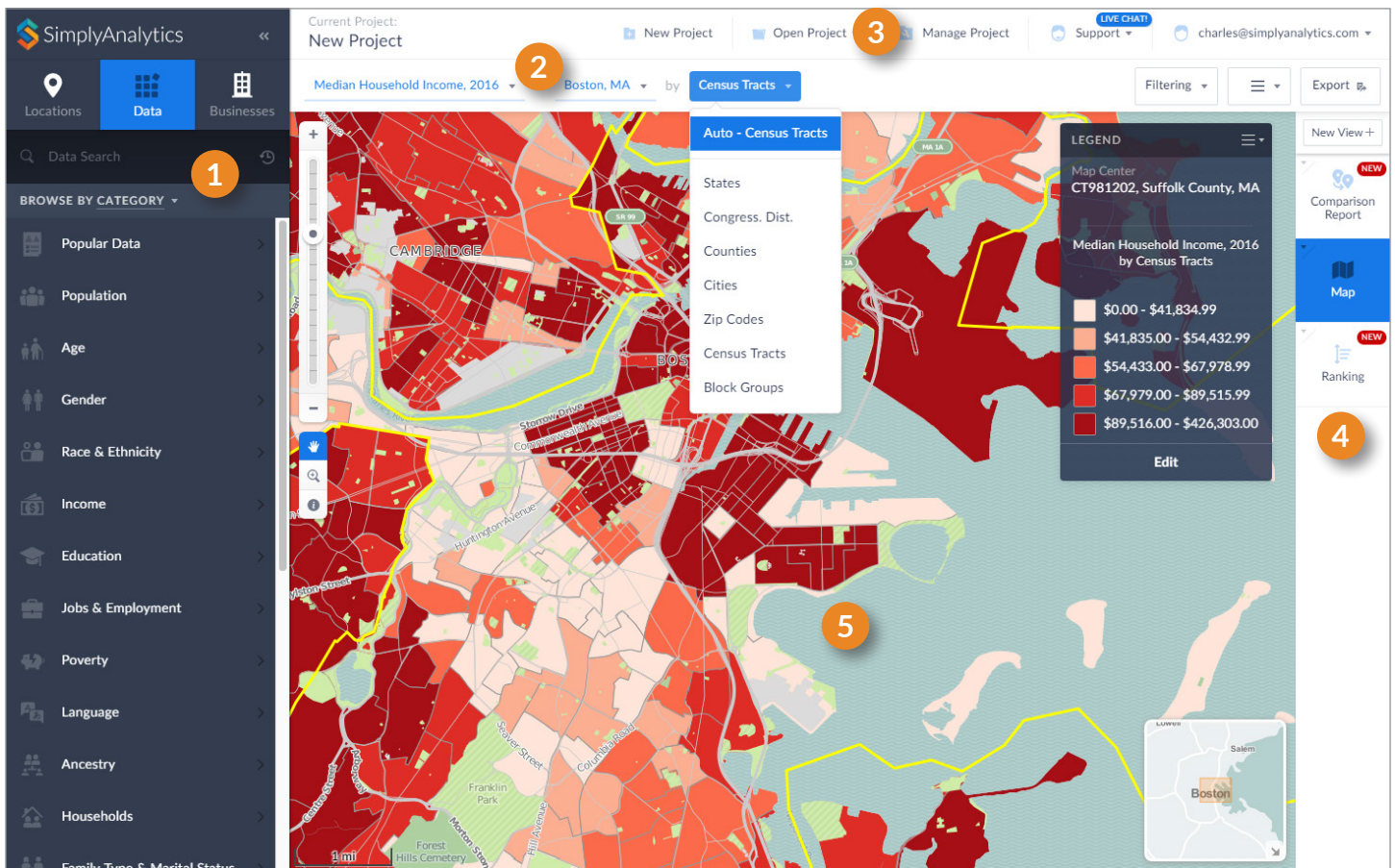

We automatically add three "seed" variables to your project to get you started. Click "got it" to add these to your project. You can easily remove these variables or add additional variables later.
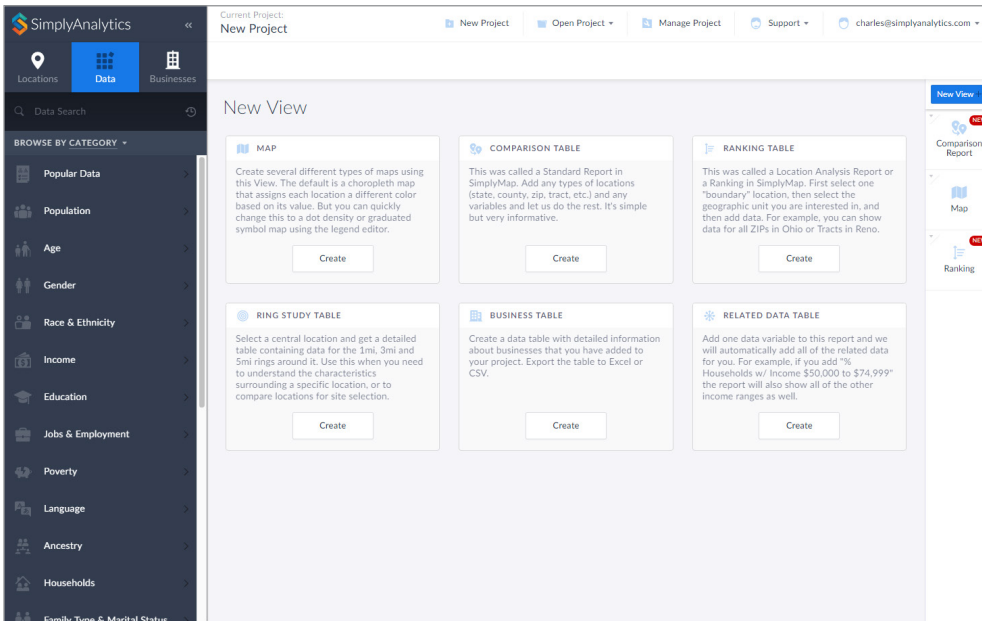
(2) Navigating the interface:

The user-interface of SimplyAnalytics has three main parts: the "building blocks" along the left side (locations, data, businesses), the "view" in the middle, and a "view list" along the right side. The following diagram points out the important parts of the UI.

1 This left area is where you search for locations, data, and businesses and add them to your current view and project. Each of the three tabs has a search box, but you can also browse data variables by categories or dataset, and browse businesses by SIC or NAICS industry codes.

2 This is the top of your view. The dropdown boxes at the top of your views allow you to quickly change locations or toggle between data variables. The map view also has a dropdown box for geographic unit, as shown above.

3 These buttons allow you to create a new project, open an existing project, or manage the locations, data variables, and businesses that are in your current project.

4 The right side of the application is where you can rename, reorder, or switch between views. Or you can click the "New View" button to create a new view.

5 This is the view workspace that displays maps, charts, or reports. Many of these data visualizations are interactive. For example, you can edit your map legend to change colors and break values, sort tables using any of the columns, or click on table cells to get more options.
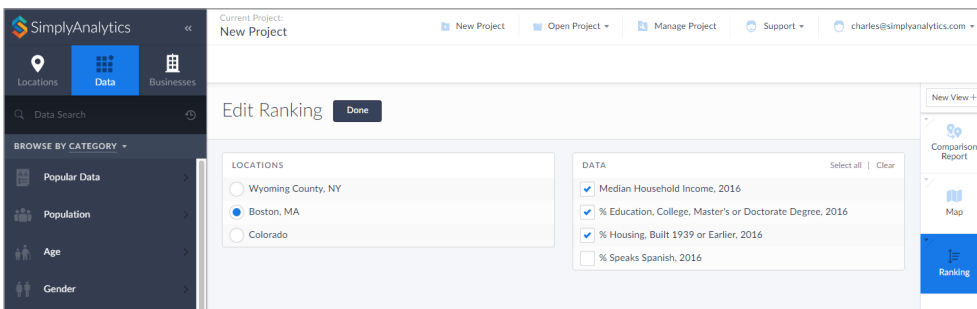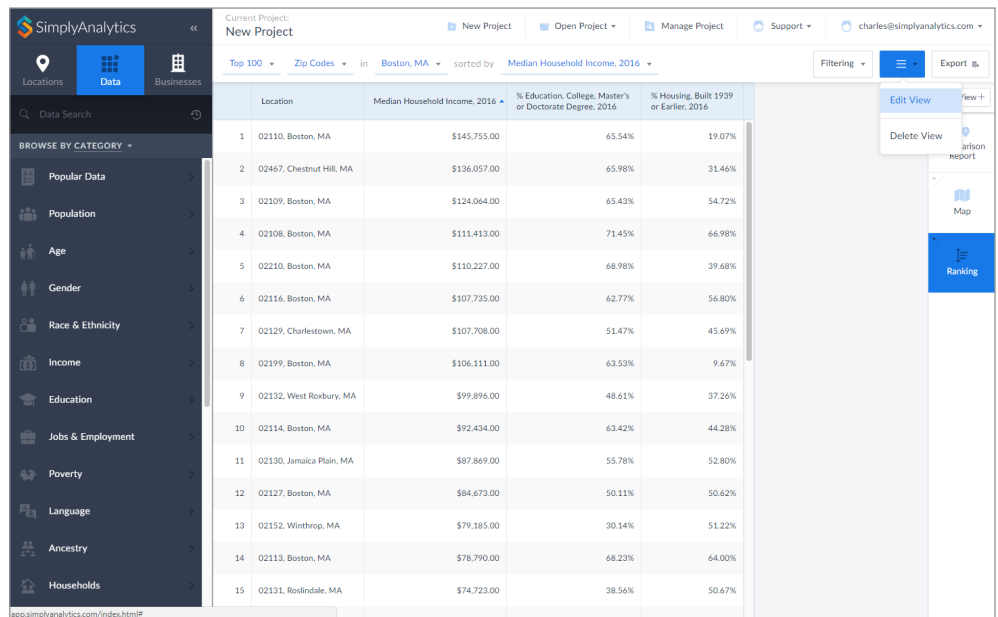
(3) Creating and editing views

You can easily create new views by clicking on the "New View" button located at the top of the view list on the right side of the program.

After you click the "New View" button you will see a list of all available views with descriptions. You can have several of each view type, for example you can have have multiple map views or ranking table views.

When you add a new data variable or location to one view it is not automatically visible in other views. To make them visible you will need to edit the view by clicking the "Edit View" button in the view menu.

In edit mode you can show or hide data variables and locations. In the example to the left "% Speaks Spanish" is not yet visible in this ranking. Check the box next to this data variable to make it visible.