Opening a Coin-Laundry – Maps, Reports, and Points of Interest

This guide describes how SimplyAnalytics can be used to identify good locations to open a small business – in this scenario, a coin-operated laundromat with a coffee shop and games designed to attract a youthful, hip clientele. You can apply these steps to research any data and locations in SimplyAnalytics.

Profile of Laundromat Target Customer:

- Age 25-45
- Students, entry level employment, living with multiple roommates
- Apartment dweller, renter
- Hip singles recently settled into the area
- Middle income households

Getting Started: Creating a Project and Cycling through Reports

All of your work in SimplyAnalytics is completed in projects. There are two steps to creating a project – (1) adding at least one location, and (2) adding at least one data variable.

💡 When entering a location, you can add in any geographic units that interests you. Feel free to add: the USA, states, counties, ZIP Codes, congressional districts, census tracts and block groups.
When you select, Create Project – SimplyAnalytics will automatically generate three views for you: a Map, Ranking Report and Comparison Report.

This map is currently displaying Median Household Income in Kings County by ZIP Codes.

**Editing your Map:**

Adjust the Legend. Click *Edit* at the bottom of the Legend to:

a. Change the classification method to better represent the underlying data in your map (for example, try Quantiles Local).

b. Change map and border colors.

c. Manually choose the number of categories and the ranges for each one.

Click **Done** when finished editing the Legend.
Adjust Map Display Options. Open the “View Actions” Menu near the top right corner of the window to further adjust the view:

d. Select Show Map Labels to display the geographies (in this case the ZIP Codes) on the map.
e. Select Apply Location Mask to show data only for the selected location and not the surrounding area.
f. You can also toggle the Legend on or off and highlight the active location from this menu.

Finally, you can zoom and pan the map using the tools on the left edge of the map.

Change the Mapped Variable. Click on the Data tab towards the left (1) of the screen and select the Education category (2). This will open up the variables panel. (3) Select Enrollment under education and (4) click on the variable “% Education, Enrolled Public Undergraduate College”.
Adding Businesses to Your Map:

The D&B US Points-of-Interest file contains more than 5 million businesses covering; places to go, places to eat, places to shop & things to do. In the example below, we will map current coin operated laundry facilities in Brooklyn (by SIC Code).

1. Select the Businesses tab towards the left
2. Click on Browse Business Categories, toggle to SIC towards the top and type “laundry” into the available box inside the panel
3. Scroll down and click on: 72159903 – Laundry, coin-operated – SimplyAnalytics will drop a point onto every business related to coin-operated laundry.
Click on any of the yellow points to view more information about that business.

When you add businesses to a map, SimplyAnalytics will automatically generate a business table; access it from the right-hand side of the screen. The business table lists all the businesses that meet your search criteria for the selected location.

**Selecting Locations to Analyze using a Report:**

Use the i-tool located towards the left of the map's workspace to select some locations that either have: a high percentage of students in college, and/or few coin operated laundry facilities in the immediate area.

Using the i-tool will do two things:

1. It will reveal the data for that chosen area, and
2. It will automatically add that location to your Recents list.

**Comparison Table**

Select **Comparison Table** towards the right side of the screen.

The report will be shown with your initial location and seed variables from the start.

Select the Clock icon within the locations tab to add in your locations chosen using the i-tool.
Add in New Data Variables

Click on the Data tab towards the left. Let’s add some relevant data variables to help narrow down if one area stands out among those already in the running. Specifically,

- # Population, 25 to 34
- # Population, 35 to 44
- % Housing, Renter Occupied
- % Population Males/Females Never Married
- % Housing, Year Moved in 2010 or Later, Renter
- Median Household Income
- # Population
- Coin-operated Household Laundry & Dry Cleaning, Household Average Spending (HH AVG)

Choose a location that stands out for having a high % of renters, recent movers into the area, and a high population within the target age ranges.

Select the column header and Add to Favorites. Adding a Variable to your Favorites list is a great way to quickly reference it in the future.
Quick Report

Now that we have identified an ideal location for our potential business, let’s get a community snapshot of the area to understand it more in depth.

1. Select **New View** towards the top-right of the screen and select **Create** under the Quick Report heading.

2. This will open up the **Edit Quick Report** screen. Clear out the locations, select the Locations block, and select the Star icon near the search bar to specify the location previously favored.

3. Click on **Done** to generate your report.

izando the dropdown Report Content option to cycle through the available content subject areas.

Exporting the Quick Report

All maps and reports in SimplyAnalytics can be quickly and easily exported. Simply click on the Export button located towards the top-right of the screen to export the view.
Ring Study Report

The Ring Study Report is an excellent way to understand the immediate surroundings (1mi, 3mi, 5mi radius) around a target location.

1. Select New View > Ring Study Table

2. Specify the Favorite location once more using the Locations tab and star icon

3. Check the variables you want to see, and select Done

Related Data Table

The Related Data Table report is a great way to quickly add in many similar data variables at once.

For example, if you add in one income range, the report will include all income ranges.
In this example, we will utilize the PRIZM Premier marketing segmentation system to understand the lifestyle traits of the area we have favorited. Please refer to the Data Documentation, under the Support menu to learn more about the PRIZM data.

1. Select **New View > Related Data Table**

2. Select the Favorited location to use.

3. Click on the Data tab. We will utilize the Dataset search functionality to add in one PRIZM Premier market segment. Click on the word Category and switch to view the data by Dataset. Next, click on the PRIZM Premier dataset, Segments, and select one segment (it does not matter which).

4. With the variable selected, click on **Done** to generate the table.
When the table generates, click on the location column header, and Sort Descending. This will allow you to view the top represented PRIZM segment for the location selected.

5. When the table **re-sorts** in descending order, click on one of the top variable names and select View Metadata to read more about that segment.
**Tips & Other Views**

This exercise guide is an introduction to SimplyAnalytics, and how it can be utilized to help locate a brick and mortar business by identifying where their customers live. Some final notes:

All of your work is stored in Projects. You are welcome to name and create new projects.

**To name your project:** Simply click on the New Project text at the top of the screen and enter a new name.

**To create a new project:** Select New Project from the top-center of the page.

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**Other Views**

The views below were not covered during this exercise guide. Take a look at their use cases and definitions below:

**Ranking Table:** This view allows you to rank all of the smaller areas within one larger geographic unit. For example, you can analyze all counties in the USA, or all ZIP Codes in Ohio, etc.

**Bar Chart:** Bar charts are a great way to visually compare data values across locations. Add two or more locations to the view and select the desired data variable to create your chart.