How can Entrepreneurs use SimplyMap to make informed decisions when starting their business?

SimplyMap is a web based application that allows non-technical users to create maps and reports using thousands of demographic, business and marketing data variables.
For this presentation we will use SimplyMap to identify the best location for a YOGA STUDIO in Chicago, IL.

Please note that similar techniques could be used to locate any retail store or identify locations to target for marketing campaigns.
Profile of Yoga Participants:
- Age 25 to 40
- 75% female, 25% male
- Higher Income Households
- Tend to live healthy lifestyles, including exercise, eating organic food, and health club memberships.
This is the initial screen you will see when launching SimplyMap. Use the buttons at the top to create a new map, report or ranking.
Click on the Variables button to browse through all variables. We will select Median Household Income.
Now we will add a location to the map, the city of Chicago. Open the Locations side tab to select any city in the USA.

Available Location Types:
- USA
- States
- Congressional Districts
- Counties
- Cities
- ZIP Codes
- Census Tracts
- Block Groups
Here is the map of Median Income by ZIP Codes in Chicago, IL.
Now we will add yoga studio locations to the map using the Points side tab. We can search using NAICS or SIC codes.

Business Points: Detailed profiles on over 30 million U.S. businesses provided by Dun & Bradstreet. Data coverage includes business name, street address, phone number, employee count, total revenue, line of business, and more.
We can search for the SIC code description “Yoga Instruction” using the keyword “Yoga”.

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<tr>
<th>SIC Code</th>
<th>Description</th>
<th>Count</th>
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<tbody>
<tr>
<td>20240205</td>
<td>Yogurt desserts, frozen</td>
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<td>34430104</td>
<td>Cryogenic tanks, for liquids and gases</td>
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<td>35590402</td>
<td>Cryogenic machinery, industrial</td>
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<tr>
<td>51439905</td>
<td>Yogurt</td>
<td>1079</td>
</tr>
<tr>
<td>58120202</td>
<td>Frozen yogurt stand</td>
<td>1143</td>
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<tr>
<td>79991123</td>
<td>Yoga instruction</td>
<td>4605</td>
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</table>
Here is a map of Yoga Studios and Median Household Income by ZIP Code. Next we will identify areas with high numbers of yoga participants.
Experian SimmonsLOCAL: a powerful targeting and profiling system that provides detailed information on consumers at the local market level, describing their purchasing habits, lifestyles, and psychographics. Analyze data on consumers down to the block-group level, with 60,000+ data variables describing consumer spending on 8,000 specific brands in more than 450 categories.

Using SimmonsLOCAL data, we can find areas that have higher rates of yoga participation.
This area of Chicago has a high number of yoga studios. We will look for a good location away from these established competitors.
We can use PRIZM consumer segments to help locate areas with a high number of potential customers.

PRIZM™ from Nielsen Claritas: the industry-leading consumer segmentation system that yields the richest, most comprehensive, and precise insights available. PRIZM combines demographic, consumer behavior, and geographic data to help marketers identify, understand, and target their customers and prospects.

We can also use PRIZM market segments to identify households that are more likely to participate in yoga or similar activities.
A collection of mobile urbanites, **Bohemian Mix** represents the nation's most liberal lifestyles. Its residents are an ethnically diverse, progressive mix of young singles, couples, and families ranging from students to professionals. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop, and microbrew.

But this segment is concentrated in the same area as the existing yoga studios.
Young Digerati are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent, highly educated, and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars--from juice to coffee to microbrew.

This segment is concentrated away from most of the existing yoga studios.
Next we will create a filter to narrow down the ZIP Codes that are most promising.
The filter reveals two high income areas that match our filter criteria. These areas also have few yoga studios.
Let’s get more information about this existing yoga studio…
We can also create a table with data on all of the yoga studios in Cook County, IL.
### Additional Fields in Table:
- Address
- Phone Number
- Contact Name
- Annual Revenue
- Number of Employees
- Year Started
- Line of Business
- SIC Codes and Description
- NAICS Codes and Description

<table>
<thead>
<tr>
<th>DUNS Number</th>
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<th>Business Name</th>
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<tbody>
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<td>038511176</td>
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<td>TEMPLE OF KRIYA YOGA</td>
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<td>019979095</td>
<td>VILLAGE OF OAK PARK</td>
<td>OAK PARK YOGA</td>
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<td>139363147</td>
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<td>N U YOGA CENTERS IN CHICAGO</td>
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<td>420 INVESTMENTS LLC</td>
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<td>SKY HIGH YOGA, LLC</td>
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<td>175782874</td>
<td>BLOOM YOGA STUDIO</td>
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We will now create a standard report to get specific data on the ZIP Codes located in these two regions.
ZIP 60089 in Buffalo Grove looks like an excellent candidate.
This ring study report provides specific data on the area surrounding ZIP 60089.
Here is a population map with our selected ZIP Code highlighted.
Thank You.

If you have any questions about SimplyMap, please email info@geographicreseaearch.com or visit geographicresearch.com