Simply Map Hands-On Exercises: Adding Businesses to a Map
Adapted from exercises provided by Geographic Research, Inc.

URL for Columbia College Access:

Exercise 3: How do I add Businesses with demographic or marketing data to my map?

Step 1 - Bring a map of Cook County, IL up on the screen. If you have a previously saved map of Cook county you can access the map using the Saved Tabs at the top of the screen.

Saved Tabs will bring up a listing of all of your previously saved maps and reports. Mouse over the map you would like to use and select open from the drop-down menu.

If you do not have a saved map of Cook County, create a new one using the New Map Option.
Step 2 - Once your map of Cook County is on the screen, select the Businesses Tab on the left-hand side of the screen.

You can search for Businesses by Legal Name, Business Name, SIC or NAICS code, Sales Volume or Total Employees. In this example we will map points where the business name contains “coffee”.

Click Find Businesses then use the drop-down menu to select Business Name
Finish entering your search items, name the search and click Show Results.

Your finished map will look something like this:
Tips:

• Click on a point to view metadata on the point name and location

• Points that are clustered together appear as a single number indicating the number of points in that area. To separate the points, zoom in.

• When there are lots of data points the data points will take a few moments to load.