



**ATLytics Data for Hope™ 2022:**  
**Food Deserts**

A data and analytics competition for social good

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**Our vision** is a connected analytics community, conscientious of its role in society and aware that humanity's well-being should be at the core of our technological progress. We aspire to help build a world powered by data and analytics to provide others access to basic human rights, so that we all have a choice in shaping our individual and collective future.

**Conducting Data for Hope™ events since 2018**

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# Food Deserts Challenge

Understanding the impact of the pandemic and economy on food deserts



The Food Research & Action Center reports that food insufficiency has increased during the COVID-19 pandemic and has affected some populations more severely than others as a result of systemic inequalities.

According to the USDA, 12% of Georgia households with children do not have the resources to provide enough food for an active, healthy lifestyle for all family members. The Atlanta Community Food Bank reported seeing a 300% increase in inquiries from people seeking food assistance during the pandemic.

[Food Insecurity in Georgia](#)

# ATLytiCS Data for Hope 2022:

## Food Deserts

A data and analytics competition for social good

**Hosted By:** ATLytiCS

**Challenge:** A data exploration of food deserts in Atlanta. Use your skills to develop actionable insights toward social good.

**Prizes** will be awarded for the first and second place winners.

**Dates:** August 13 - 21, hosted virtually

**Teams:** Open to teams of 2 - 4 members

**Submission:** Video slide presentation and work products

## Why Participate?

- ☐ Use your data superpowers for good!
- ☐ Excellent way to help the community and use your skills for a good cause
- ☐ Team Building
- ☐ Learn about food deserts, the challenges, and impacts to our community
- ☐ Explore data insights that lead to positive action
- ☐ Gain real experience in data science or apply your professional skills to a new area
- ☐ Connect with industry leaders and hiring managers



# Schedule of Events

- Saturday, August 13 10 AM - Kickoff Meeting (Zoom)
- Tuesday, August 16 3PM - Presentation from Wholesome Wave Georgia (Zoom)
- Tuesday, August 17 6PM - Check in Session (Zoom)
- Sunday, August 21 8AM - Submission Deadline

Winners will be announced the following week.



# Food Deserts 101

# Definitions

**Food Deserts:** Food deserts are geographic areas where residents have few to no convenient options for securing affordable and healthy foods — especially fresh fruits and vegetables. Disproportionately found in high-poverty areas, food deserts create extra, everyday hurdles that can make it harder for kids, families and communities to grow healthy and strong. ([aecf.org](http://aecf.org))

**Food Insecurity:** Household-level economic and social condition of limited or uncertain access to adequate food. ([Food Insecurity Roundtable](#))

# Resources

## Organizations

- [Feeding America - Hunger in Georgia](#)
- [Atlanta Community Food Bank - Hunger by the Numbers](#)

## Publications

- [Food Insecurity Roundtable](#)
- [Food Insecurity in Georgia](#)
- [Fighting Food Insecurities in Atlanta](#)
- [Food Insecurity in the US by the Numbers](#)

# The Competition Challenge

# Challenge

Explore, identify, and possibly predict the status of at-risk communities' access to food. Use your skills to develop actionable insights. You may answer one or more of these questions or you may develop your own. Be clear in your presentation on the question(s) you set out to answer. For example:

- How are supply chain issues and transportation cost increases impacting the availability and affordability of food for at risk communities?
- How do different demographic characteristics (e.g. education/ethnicity/age) correlate to food insecurity?
- What is the impact of the pandemic to food supply chains and food deserts?

**Outcome:** Key identifiers to improve at-risk communities access to food



# Data Sources

Some data sources you can use for this competition are available at [ATLytiCS Google Drive](#).

You may also use any publicly available data but must cite your sources.

- [AnalyticsIQ Social Determinants of Health Data](#) - Blends cognitive psychology and sophisticated data science in the creation of individual and geographic level data to help organizations understand who people are, what people do, and the *why* driving an individual's every day decisions. This data unlocks insight into social determinants of health, R.E.L., medical utilization, and more to help identify health disparities and improve population outcomes.
- [USDA Food Access Research Atlas](#) - Presents an overview of food access indicators for low-income and other census tracts using different measures of supermarket accessibility; Provides food access data for populations within census tracts; and offers census-tract-level data on food access that can be downloaded for community planning or research purposes.
- You are free to use other publicly available datasets but must cite your sources.

# AnalyticsIQ

## [AnalyticsIQ - PeopleCore Data Overview](#)

- Data Details
  - Each row represents an individual Zip+4. Each row displays the values for each variable (columns) for the specific Zip+4.
  - The data is refreshed every quarter / every 90 days.
  - Likelihood variables typically provide a value on a 1-7 Likert scale with 1 being least likely and 7 being most likely.

# Submissions

Entries must be received by 8AM on Sunday, August 21.

Eligible teams will receive an email from [mp.wilson@atlytics.org](mailto:mp.wilson@atlytics.org) on Friday, August 12. Simply reply to that email with your official submission before the deadline.

Submissions must include:

- **Video Presentation:** Link to a YouTube video of you presenting your slides, not to exceed 7 minutes. Videos must be saved to YouTube as unlisted and viewable by anyone with the link.
- **Slide Deck:** Attach your slides
- **Source Code:** Attach relevant work products and source code.

# Judging

Judges will primarily view the video presentation of your slides which can be up to 7 minutes in length. Other materials will be reviewed as needed to answer questions.

Judging will consider the following criteria:

- **Framing:** Clarity and framing of the question being explored
- **Data Preparation:** Consideration of data sources, cleaning, and engineering the data. What data limitations did you encounter and did you explore ways to overcome these?
- **Analysis:** Data analysis / data science best practices
- **Innovation:** Level of innovation/creativity involved in your solution
- **Communication:** Is the information presented in a consumable manner?
- **Insights:** Insights, proposed actions, and the potential impact

Tips and Reminders:

- Make sure you clearly communicate the questions you are working to answer
- Cite all data sources
- You have 7 minutes. Describe the tools and approaches you used. Do not review all possibilities or educate on topics not relevant to your analysis

# Competition Rules

- All work must be original.
- All submission deadlines must be met.
- Data can be augmented only by open sources and must be cited.
- Teams may have 2 to 4 members. Members may not change after the start of the competition. Teams may not collaborate with other teams.
- Entry submission will include:
  - Source code
  - Slide deck
  - Video presentation. Videos must be saved to YouTube as unlisted and viewable by anyone with the link.
- Paid consulting, advice, suggestions, coaching or other support are not allowed.
- Teams may be disqualified by the competition administrators for unsportsmanlike conduct, ethical concerns or other reasons.
- Winning prize money will be distributed equally to each team member.
  - 1st Place team - \$2,000
  - 2nd Place Team - \$1,000



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# Questions?

Continue the conversation on Slack.