



ATLytics

Atlanta Analytics for Community Service

Welcome!

December 4, 2019
MeetUp

Agenda

- Overview of organization – includes OPENINGS
- Our accomplishments
- Upcoming work
- Opioid epidemic work – Francis Hemingway
- ATLyticS Data for Hope

ATLytiCS Founders



Andreea Popescu, Ph.D.
Operations Research



Beverly Wright, Ph.D. CAP
Marketing Science



Khalifeh AlJadda, Ph.D.
Computer Science

ATLanta Analytics for Community Service

Leveraging Atlanta area talent and resources to benefit community betterment causes

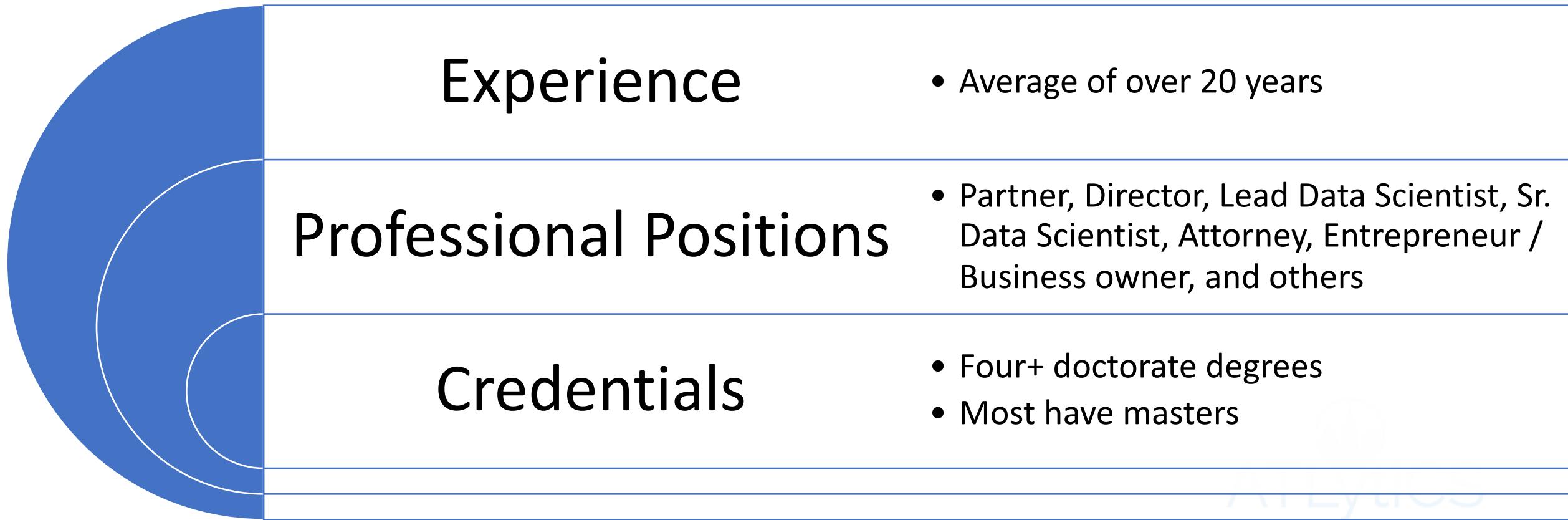
We envision a world where people's well being is the purpose of our technological progress.

We use data and analytics to discover insightful and actionable information to help the most vulnerable members of our community.

STRATEGIC POSITIONING

- Leaders in Analytics Giving
- Passionate and Caring
- Innovative Trail Blazers
- Cause-Based Solution Providers
- Strong Analytics Expertise

Our Committees are led by committed, experienced, knowledgeable, and respected volunteers, all responsible for some level of advocacy, elevation of the organization, and advancement of our initiatives



LEADERSHIP TEAM



TECHNOLOGY
Garrett Mallory



MARKETING
Mary Chacko



MARKETING
Reina Lingle



GRANTS
John Wilkerson



CORPORATE
RELATIONS
Shannon Harlow



CORPORATE
RELATIONS
Ben Cagle



VOLUNTEER
ENGAGEMENT
Julie Grantier



NONPROFIT
RELATIONS
Lynn Watanabe



LEGAL
James Key, J.D.



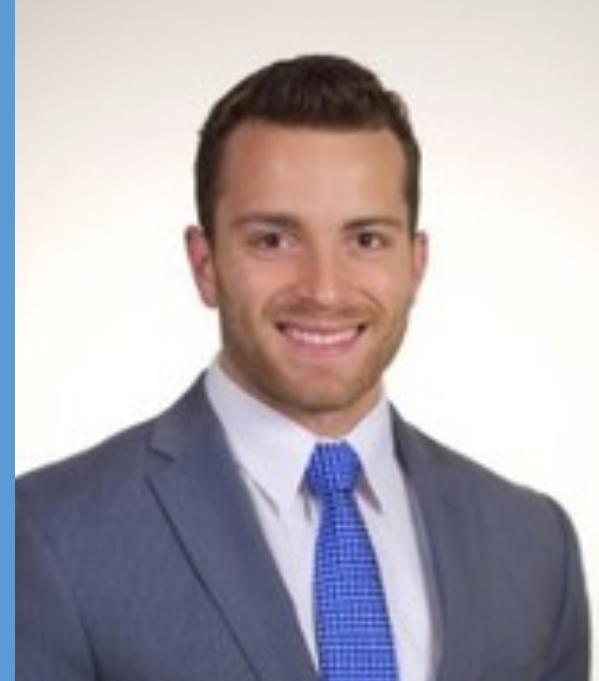
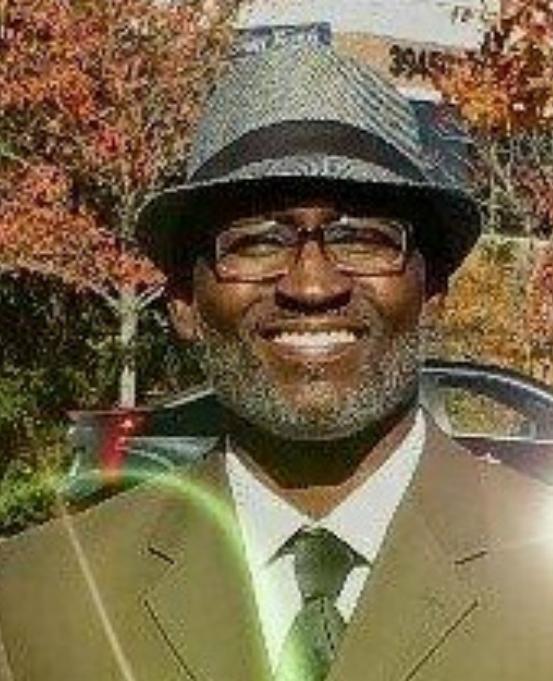
ADMINISTRATION
Samia Haroon



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SPECIAL ROLES

- Program Manager – Monica Ayhens-Madon
- Insights Dissemination Coordinator – OPENING
- Hackathon Coordinator – Feiji McKay
- Advocacy – OPENING
- Data Prep – Felicia Williams, Ryan Kelley



Analytics
Advocacy

OPENING



Insights
Dissemination
OPENING



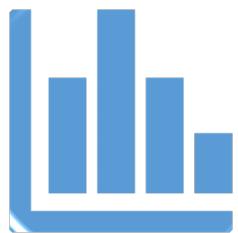
Analytics Strategy

- Problem Framing
- Data Collection
- Analytics Plan



Analytics Advocacy

- Analytics & Data Science
- Analytics & Data Science for Good



Community Impact

- Hackathons (ATLytiCS Data for Hope)
- Custom Consulting Projects
- NPO Referral Program



INITIATIVES THUS FAR

TITLE	CATEGORY	NPO Partner	YEAR
Data for Hope 2018 – Understanding Drivers of Homeless Shelter Utilization	Community Impact – hackathon	Habitat for Humanity	2018
Introduction to Analytics Models, presentation	Analytics Advocacy	Baker Elementary	2019
Developing Key Performance Indicators / Measures of Success for Elementary STEM Education	Analytics Strategy	Cobb County School System	2019
Improving Mental Health	Community Impact	DeKalb Community Service Board	2019

INITIATIVES THUS FAR

TITLE	CATEGORY	NPO Partner	YEAR
Data for Hope 2019 – The Fight against Human Trafficking	Community Impact – hackathon	Federal Bureau of Investigation, The Table on Delk, Street Grace, Tapestri	2019
Application of Machine Learning and AI	Analytics Advocacy	Georgia Technology Authority	2019
Illustrating Opioid Addiction	Community Impact	CDC Foundation, Cobb County Schools PTA, ThreeBridge	2019
Understanding Fire Risks (Forthcoming)	Community Impact	Dekalb Fire & Rescue	2019
ATLytiCS Data for Hope: Improving Foster Care (Forthcoming)	Community Impact – hackathon	OPENING	2020
ATLytiCS Data for Hope: Assessing Environmental Impact and Air Quality, Directed by Porsche Cars North America	Community Impact – hackathon	Core2Globe	2019

INITIATIVES THUS FAR

TITLE	CATEGORY	NPO Partner	YEAR
Spork Data Analytics Summit	Analytics Advocacy	Equifax (corporate)	2019
Importance of Data Science for Good (forthcoming)	Analytics Advocacy	Truist (corporate)	2019
Continuous Learning in Data Science	Analytics Advocacy	WarnerMedia (corporate)	2019
Data Science Intro for Girls Who STEM	Analytics Advocacy	Baker Elementary	2019
Panel: What is Data Science	Analytics Advocacy	FlatIron	2019
Market Basket Analysis	Analytics Advocacy	Baker Elementary	2019



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Atlanta Analytics for Community Service

INITIATIVES THUS FAR

TITLE	CATEGORY	NPO Partner	YEAR
Pro Bono Staffing – human trafficking	Community Impact – NPO Referral	StreetGrace	2019
Pro Bono Staffing – veterans	Community Impact – NPIO Referral	VA Hospital	2019
Develop Foster Care Analytics Strategy	Analytics Strategy	TBD	2019
Improving Recovery Program	Community Impact – Custom Consulting	Davis Direction Foundation	2019
Fire Safety	Community Impact - Custom Consulting	Dekalb Fire & Rescue	2020
Reducing Poverty	Community Impact – hackathon	The Federal Reserve Bank of Atlanta	2020





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Non-Profit Organization Partnerships

ATLytiCS Data for Hope

Our hackathon for quick, more targeted, customized answers

Custom Consulting Project

Benefit from customized project led by ATLytiCS team leads

NPO Referral Program

Gain access to our team of volunteers

Speakers

Explain data science and/or data science for good

Analytics Strategy

Helps define analytics goals





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Corporate Partnerships

FINANCIAL

- Sponsorships
- General funding

SKILL-BASED VOLUNTEERING

- Projects
- Committees
- Hackathons

STRATEGIC ORGANIZATION DEVELOPMENT

- Creating awareness and interest among analytics, data scientists, and STEM talent
- Connecting to analytics talent

CONNECTING TO NONPROFIT ECOSYSTEM

- Application of our skills to existing nonprofits
- Develop relationships through ATLyticS network to nonprofits of interest



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Academic Partnerships

STUDENTS (clubs, classes, cohorts, other)

- Data for Hope – encourage hackathon participation
- Attend the MeetUps
 - Work on a project (mentorship, experiential learning, networking, project execution)
 - Join a committee

FACULTY

- Research with open source projects
- Announcements, encouragement to students and student groups

ADMINISTRATION (centers, program directors, others)

- Space sponsorship
- MeetUp or other financial sponsorship
- Announcements
- Campus-wide, connections across

CORPORATE PARTNERS

- Introductions for possible volunteers, sponsorship, space, or other engagement

TECHNOLOGY ALLIANCE EXCHANGE





Developing the “Illustrating Opioid Epidemic” Projects

Francis Hemingway
Sr. Marketing
Analytics Consultant
Kantar



Why do a project on the opioid crisis?

Heroin is the first thing I think about when I wake up, it's the last thing I think about when I sleep. I just care about getting high. I wish I had all the money in the world so I could buy all the heroin in the world.

Allyson Porter

A black and white photograph of a long, straight road stretching towards a mountain range under a cloudy sky.

Create an infographic for teens

Build our knowledge for future projects

Working as a team





Look for data

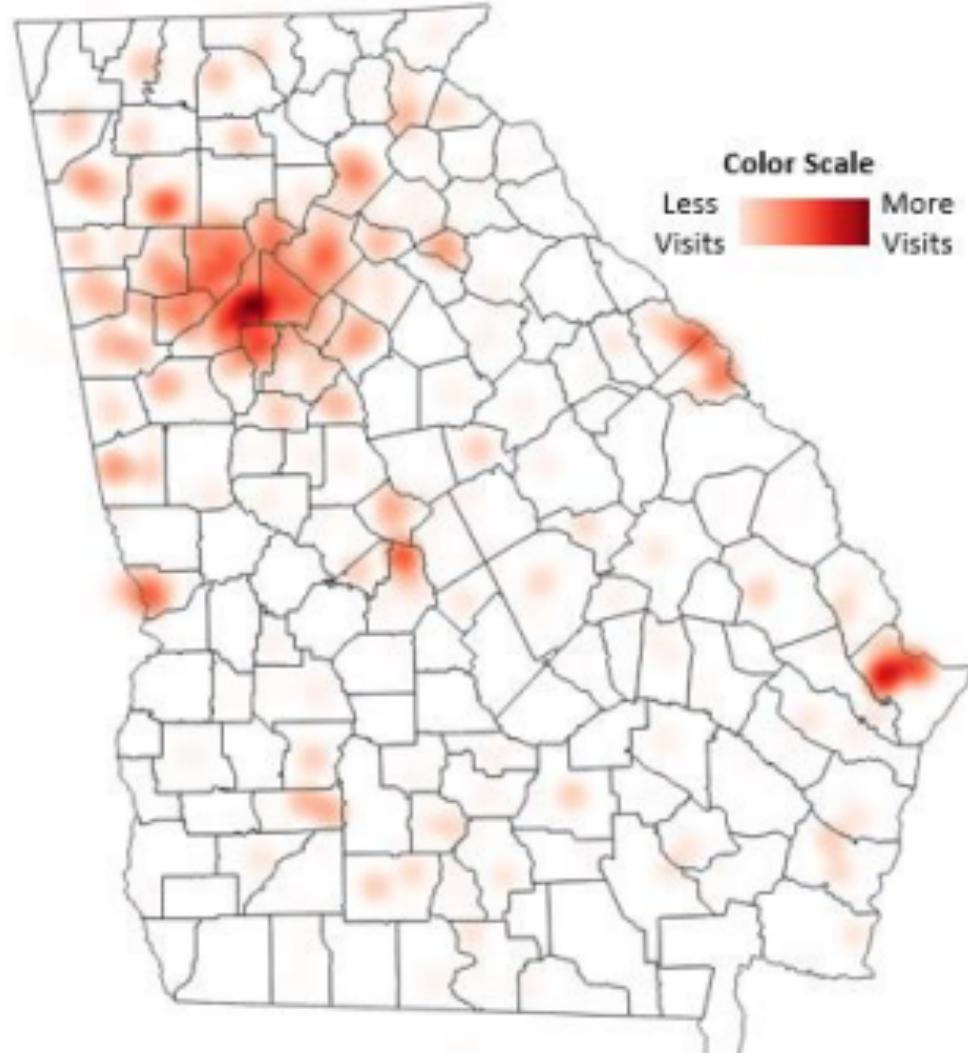
Review drafts

Present infographic

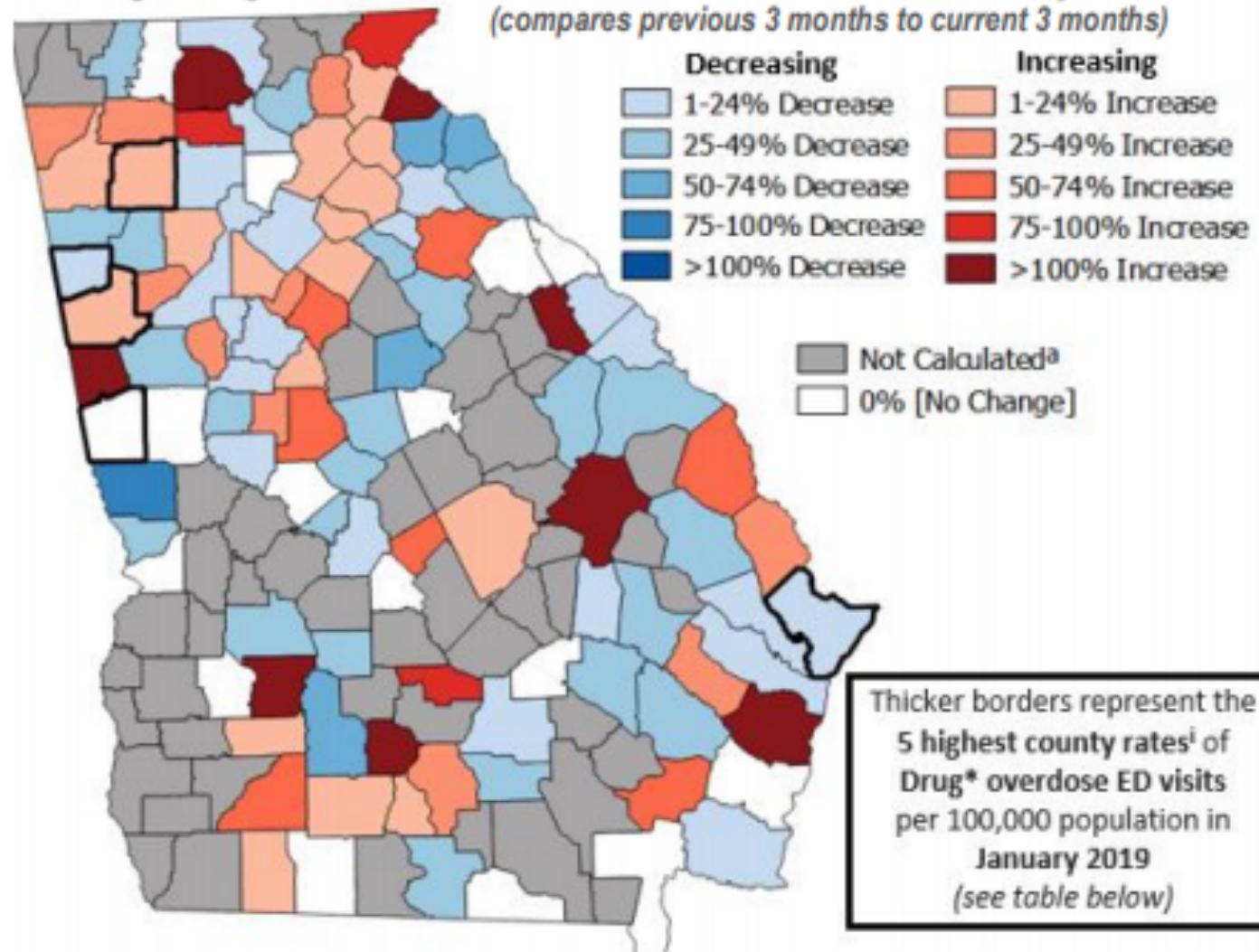
Understand issues

Share our work

Drug* Overdose ED Visits by Patient Zip Code^a,
Georgia, January 2019



Percent Change^a of Drug* Overdose ED Visits,
Georgia, August 2018-October 2018 to November 2018-January 2019
(compares previous 3 months to current 3 months)





**JUL
22
MON**

11:30 AM
until 1:00 PM



ATLytics Inspire 2019

Join us for lunch and hear **Darren Waller**, tight end for the Oakland Raiders, as he educates and inspires us about overcoming addictions such as opioids, reducing the chances early, recognizing the warning signs in others, and rising above addiction to become triumphant.

You'll also learn about how data science skills can make a difference for community causes like this.

Location:
The Bill Moore Student Success Center
at Georgia Tech

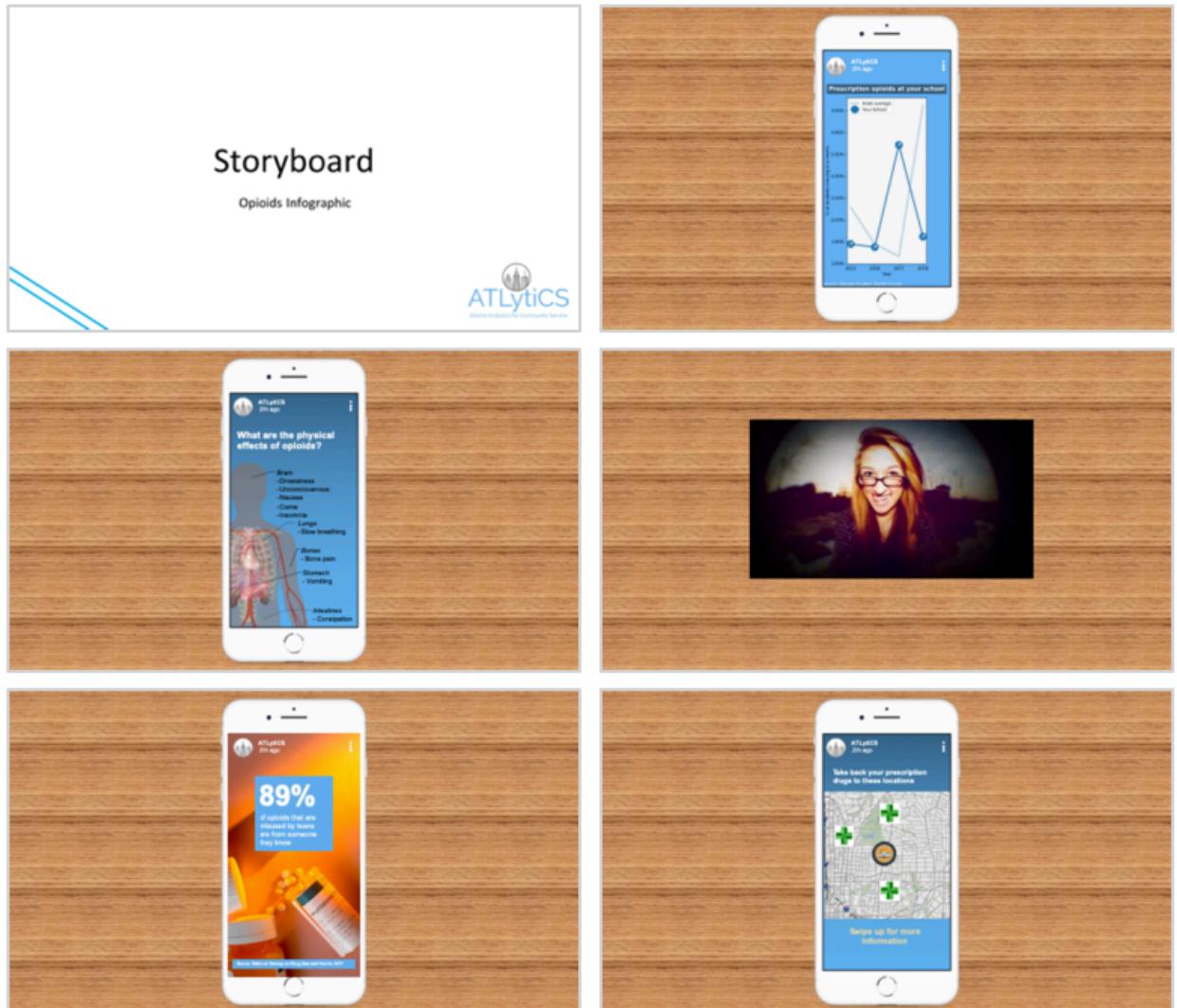
Thank You Event Sponsor:



Thank You Location Sponsor:







ATLytiCS Data for Hope

Assessing Environmental Impact

Directed by Porsche Cars North America

Hackathon Details

Agenda

- 1) Community Questions
- 2) Rules
- 3) Instructions
- 4) Recommendations
- 5) Anticipated Data
- 6) Assessment Rubric

COMMUNITY QUESTIONS

- 1) What are the ideal for electric vehicle charging stations
 - a) Types (categories, attributes)
 - b) Locations (physical, geographical)
- 2) Describe the types of consumers more / less likely to purchase electric vehicles
- 3) Describe an optimal strategy to start offering electric vehicles (which consumers, where, what type of vehicle, etc.) for Porsche

HACK RULES

- ~ Team size 2 - 4 team members
 - ~ Expected to present findings during later community events
 - ~ May augment dataset with open source data
 - ~ No late submission permitted
 - ~ May use tool/s of choice for analysis
 - ~ May not receive outside help of any sort
 - ~ Round 1 submission must include
 - 1) no more than 10 minute video and
 - 2) slide presentation in ppt of Planned Approach
 - ~ Round 2 submission for finalists must include
 - 1) no more than 15 minute video,
 - 2) slide presentation in ppt of final solution/s,
 - 3) final dataset used, and
 - 4) program code
- NOTE: sponsor may apply code or learnings from any work submitted
- Anticipated Prize Money:**
- \$10k for first place team
 - \$5k for runner up

INSTRUCTIONS AND KEY DATES

12.04 at 7 PM, Kick off - Teams informed about a) community question and b) possible data tables, this is required for Phase 1 submissions

12.09 at 5 PM, SME call/s for contextual background (optional)

12.11 at 12 PM, Round 1 submissions DUE <https://bit.ly/2rs0Htx> / Round 1 Judging begins

12.12 at 6 PM, Finalists notified / Round 2 begins - finalists directed to datasets

12.13 at 9 AM, Call for sponsor and/or ATLyticS to discuss data (optional)

12.19 at 11 AM, Final (Round 2) submissions DUE

12.19 at 12 PM, Round 2 Judging

12.20 at 6 PM, Winners notified

Prizes awarded from Porsche Cars North America

04.17.20 at 4 PM, Awards ceremony during Southern Data Science Conference

**OFFICIAL CORRESPONDENCE VIA THE MEETUP DL
THROUGH ROUND 1, THEN TO THE FINALISTS ONLY**

RECOMMENDATIONS (Phase 1)

- Call in to the SME call
- Use Porsche's Taycan as electric vehicles point of reference
- Consider whether your team will develop a solution that broadly examines the top possible attributes of potential buyers, or if you plan to focus on a subset to more deeply understand a smaller number of attributes of potential buyers
- Approach this as USA only
- Consider data augmentation about socioeconomic factors, demography, climate, country attributes including legal, policy, and other open source data
- Develop your Proposed Approach without limitations on data access (within reason)
- Spend time brainstorming together with a whiteboard
- **NOTE:** If your team advances to the finalist round and the dataset is provided, you will not be held to the Proposed Approach defined from this phase

ASSUMED DATA

- Electric Vehicle Sales Volumes
- Estimated EV Pricing
- Charging Stations
- Laws and Incentive Programs
- Sales by Model
- Population Demographics
- Greenhouse Gas Emissions

NOTE: You can use Taycan as anchor point model
for your analysis and recommendations

ATLytiCS Data for Hope: Assessing Environmental Impact

ASSESSMENT RUBRIC

Assessment Dimension	Priority	Score
Answers community question	High	
Follows data science best practices	High	
Innovative approach	Medium	
Presented in a consumable manner	Medium	
Capable of implementation	Low	
Solution is scalable	Low	

Judges reserve the right to apply this framework for their assessment, and may deviate if they feel necessary

Thank You!

“Let's use data to make
a difference together!”

We appreciate your social support:

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#CommunityService