Gig Heat Map Analysis - Summary

Objective

To visualize the geographical distribution of workers, gigs and no-shows

to support planning, assignment and operations decision-making.

Insights Observed

----

1. Worker clusters were consistently strong around major commercial areas.

2. Events with higher worker requirements tended to be closer to these clusters.

3. No-show incidents were more common in outer localities, often during

   afternoon or night shifts.

4. Some areas showed worker surplus, allowing the team to plan more events.

5. The heatmap made it clear which locations needed on-duty support features.

Impact

This visualization became a reference point for assignment planning,

helped identify risky areas for no-shows, and improved staffing efficiency.