

Pulse of Engagement

Visual Analytics for Economic Health in Engagement, OH

VAST Challenge 2022 – Challenge 3

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Introduction

VAST Challenge 2022 – Challenge 3

Introduction

The Challenge

- Analyze economic health of a fictional city
- Dataset: ~120 million data points
- 15 months of 5-minute granularity data

Three Questions

1. Business Prosperity
2. Resident Financial Health
3. Employer Health & Turnover

Economic Analysis

Q1: Business

Q2: Residents

Q3: Employers

Our Solution: Pulse of Engagement

Introduction

[**SCREENSHOT: Main Dashboard Overview**]

Show the tabbed interface with all three question areas

Interactive web application built with **React + D3.js** frontend and **Python Flask** backend

Question 1: Business Prosperity

Q1: Business Prosperity

Question 1: Business Prosperity

[PLACEHOLDER FOR THOMAS]

- Which businesses are thriving vs. struggling?
- Revenue trends over time
- Market share evolution

[SCREENSHOT: Business Visualizations]

Q1: Key Findings

Question 1: Business Prosperity

[PLACEHOLDER FOR THOMAS]

Prosperous Businesses

Struggling Businesses

teammate

To be filled by teammate

Question 2: Resident Financial Health

Q2: Analysis Approach

Question 2: Resident Financial Health

Three Complementary Lenses

Geographic

- Building heatmap
- Savings by location
- Identify red zones

Demographic

- Wage vs. cost
- K-Means clustering
- Education link

Trajectories

- Income vs. expenses
- Stress metric
- Time evolution

Geographic Financial Health

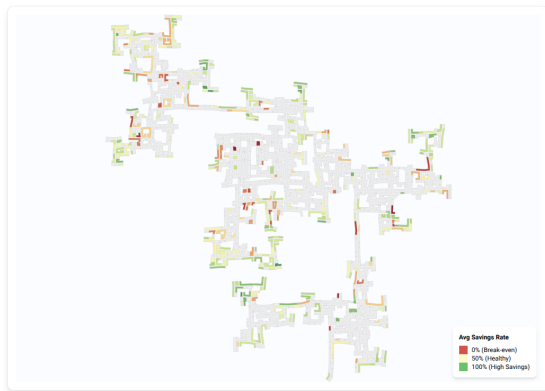
Question 2: Resident Financial Health

Building-Level Heatmap

- Colors by average savings rate
- Red: break-even or negative
- Yellow: moderate savings
- Green: high savings

Key Insight

- “Red pockets” persist over time
- Chronic, not worsening, conditions
- Localized stressors



The “Living Gap” Analysis

Question 2: Resident Financial Health

With Children



Without Children



Diagonal = break-even • Families with children cluster near the line • Singles have more margin

Cluster Patterns: Three Resident Profiles

Question 2: Resident Financial Health

K-Means Clustering

Affluent Achievers

- High incomes, controlled costs

Stretched Households

- Lower income, little room to save

Lean Savers

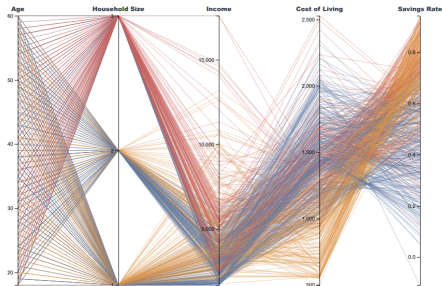
- Singles, average income, low costs

Cluster personas:

- **Affluent Achievers (red):** couples and families with very high incomes who keep costs in check, appearing as high-income, high-savings outliers.
- **Stretched Households (blue):** lower-income residents with average living costs, leaving little room to save and clustering near the low-savings region.
- **Lean Savers (orange):** mostly single adults without children, with average incomes but very low costs, achieving medium to high savings rates.

Demographic Pattern Finder

Density: 78%



Q2: Key Findings

Question 2: Resident Financial Health

Main Predictors

1. **Household structure**
Families with children face higher costs
2. **Education level**
Higher education correlates with savings

Stability

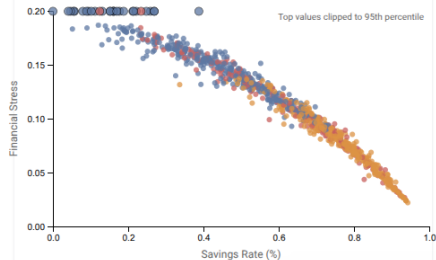
- Aggregate health is stable
- Geographic hotspots persist

Recommendations

- Childcare subsidies
- Education programs
- Localized counseling

Savings vs. Financial Stress

Each point is a resident in the selected month. The Financial Stress score quantifies financial strain, rising when residents spend more than they earn and when they have many months with negative savings.



Question 3: Employer Health

Q3: Employer Health & Turnover

Question 3: Employer Health

[PLACEHOLDER FOR MICHAL]

- Employment patterns across the city
- Turnover rate analysis
- High/low turnover areas

[SCREENSHOT: Employer Visualizations]

Q3: Key Findings

Question 3: Employer Health

[PLACEHOLDER FOR MICHAL]

Healthy Employers

High Turnover Areas

teammate

To be filled by teammate

Design Decisions

Frontend

- **React 18** – Component architecture
- **D3.js v7** – Visualization rendering
- **TailwindCSS** – Styling
- **Axios** – API communication

Infrastructure

- **Docker Compose** – Orchestration
- **Nginx** – Reverse proxy

Backend

- **Python 3.11** – Core language
- **Flask** – REST API
- **Pandas/NumPy** – Data processing
- **Scikit-learn** – K-Means clustering
- **Pytest** – Testing



Visualization Choices

- **Tabbed interface**
Separate concerns per question
- **Global time slider**
Consistent temporal context
- **Linked views**
Brushing propagates across charts
- **Color consistency**
Same cluster colors everywhere
- **Color consistency**
TODO: Add more points here

Data Processing

- **Monthly aggregation**
Reduce 120M rows to manageable size
- **Caching**
Pickle cache for expensive computations
- **TODO: Add more points here**

Interactive Features

Design Decisions

[SCREENSHOT: Interactive Features Demo]

Show hover tooltips, time slider, household filter chips



Hover tooltips



Time slider



Smart filters

Team Organization

Work Organization

Team Organization

Division of Work

- One question per team member
- Shared infrastructure setup
- Code reviews via Git

Thomas	Q1: Business Prosperity
Michal	Q3: Employer Health
Jan	Q2: Resident Financial Health

Shared Components

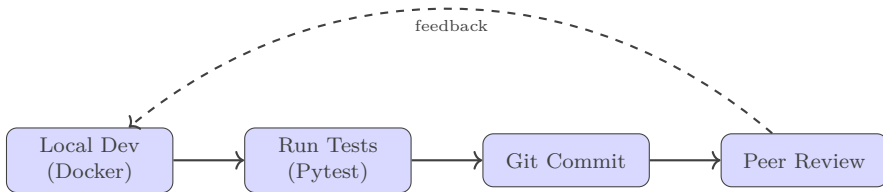
- Docker infrastructure
- API structure
- Test framework

Communication

- Regular syncs and feedback
- Clear API contracts

Development Workflow

Team Organization



Testing Strategy

- Backend: Pytest for each router (business, resident, employer)
- Docker Compose test configuration
- Tests run before each commit

Lessons Learned

What Worked Well

- ✓ Docker for reproducibility
- ✓ Clear question separation
- ✓ Caching for large datasets
- ✓ React + D3 integration
- ✓ Test-driven development

Challenges

- ✗ TODO

Would Do Differently

- TODO

Thank You!


Questions?

Thomas Gantz Michal Sterzel Jan Marxen

Q1: Business

Q3: Employers

Q2: Residents

 github.com/janmarxen/VAST-challenge