

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



Dashboard Overview

Question 1: Business Prosperity

VAST Challenge 3: Economics Dashboard

Business Prosperity

Resident Financial Health

Employer Health & Turnover

Venue Analytics Dashboard

Restaurant & Pub Performance Intelligence

Analysis Period

Mar 1 — May 31, 2023

TOTAL REVENUE



\$7.27M

TOTAL VISITS



802.980

AVG. PER VISIT



\$9.06

ACTIVE VENUES



32

PROSPERING



9

STRUGGLING



23

Filters

Venue Type

All Types

Venue

All Venues

Customer

All Customers

Metric

Total Spending

Start Date

01.03.2022

End Date

31.05.2023

Sort Top N By

Total Spending

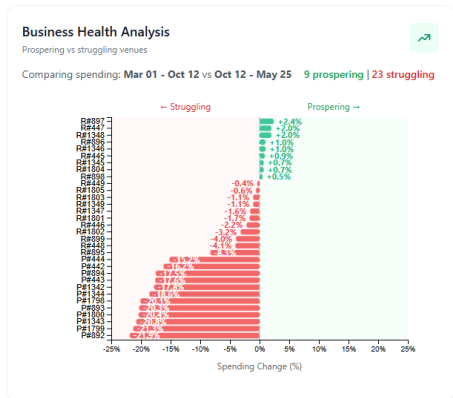
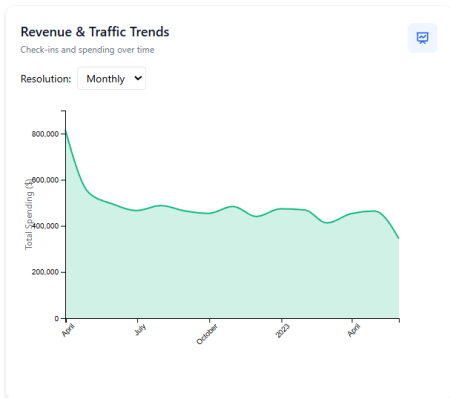
Top N Venues

32

Venue Type: ● Restaurant ● Pub

Growth Analysis

Question 1: Business Prosperity



💡 **Key Insight:** Revenue drops in April · Business health is heterogeneous:
 ~1/3 growth ↑ ~1/3 slight decline ↓ ~1/3 significant decline ↓

Market Concentration

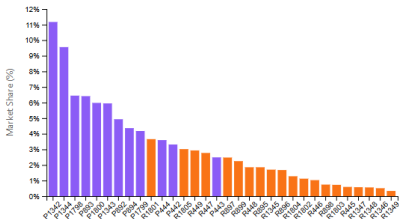
Question 1: Business Prosperity

Market Share Distribution

Revenue breakdown by venue

Chart: Bar Chart

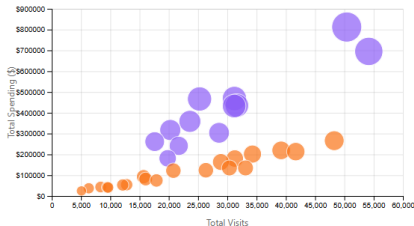
Total spending: \$7273740.82 | Showing top 32 venues



Performance Matrix

Venue comparison overview

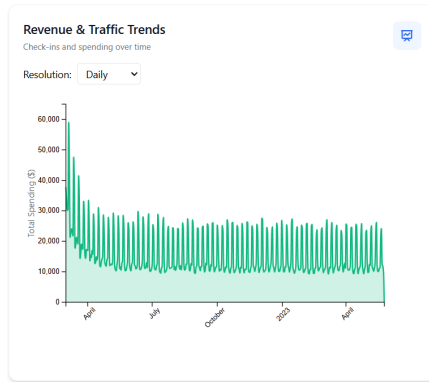
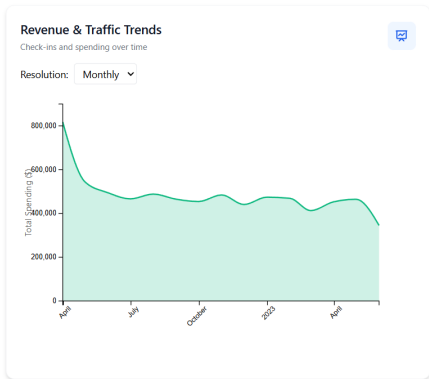
Showing top 32 venues | Bubble size = market share



Key Insight: Two pubs capture 20% of total spending · Pubs dominate restaurants

Temporal Trends

Question 1: Business Prosperity



💡 **Key Insight:** Weekend oscillation distinguishes cyclical from structural decline

Individual Customer Patterns

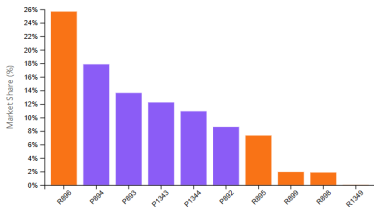
Question 1: Business Prosperity

Market Share Distribution

Revenue breakdown by venue

Chart: Bar Chart

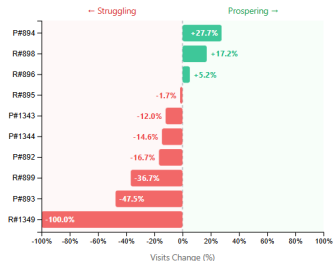
Total spending: \$14297.66 | Showing top 32 venues



Business Health Analysis

Prospering vs struggling venues

Comparing visits: Mar 01 - Oct 12 vs Oct 12 - May 24 3 prospering | 7 struggling



💡 Micro-level signals: ❤️ R#896: 26% share · 🦋 P#894: +27.7% growth
· 🚫 R#1349: abandoned



Key Findings

Question 1: Business Prosperity

Prosperous




- ✓ Pubs outperform restaurants
- ✓ P#1342, P#1344 dominate market

Struggling





- ✗ Top performers decline in H2
- ✗ ~1/3 show substantial drops

 **Overall:** Aggregate spending declining over 15 months

Visualization Progression

-  **Overview** → establish baseline context
-  **Temporal filtering** → identify patterns over time
-  **Individual detail** → surface micro-level signals

Key Design Decisions

-  **Coordinated views:** hover-linking for cross-chart exploration
-  **Split-period comparison:** quantifies growth directly
-  **Global filters:** all-to-all, one-to-all, one-to-one analysis
-  **Dual metrics:** visits and spending reveal correlation

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
- Savings drivers

Trajectories

- Income vs. expenses
- Inequality trends
- Time evolution

Geographic Financial Health

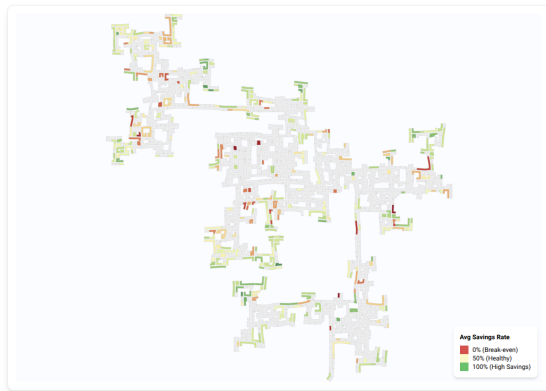
Question 2: Resident Financial Health

Building-Level Heatmap

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

Insights

- “Red pockets” persist over time
- Chronic, not worsening, conditions
- Mini-clusters suggest local stressors



Resident Profile: Affluent Achievers

Question 2: Resident Financial Health

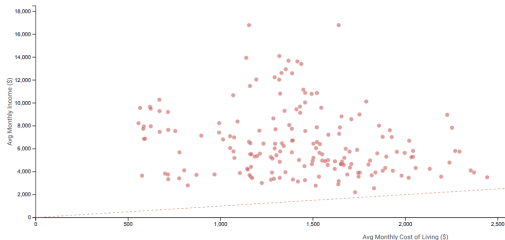
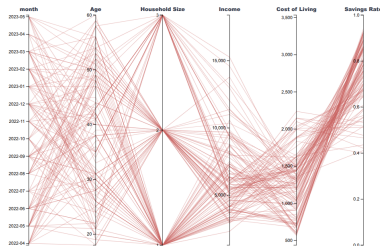
Affluent Achievers

Main Characteristics

- High income levels
- Predominantly graduate education
- Significant financial buffer

Median Statistics (Apr 2022)

- **Income:** \$5,756
- **Cost:** \$1,419
- **Savings:** 76.6%



Resident Profile: Stretched Households

Question 2: Resident Financial Health

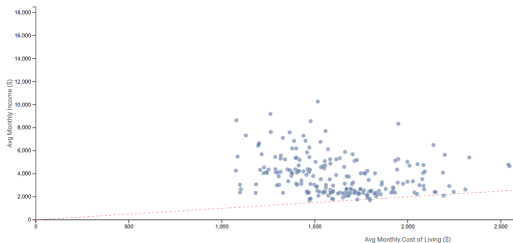
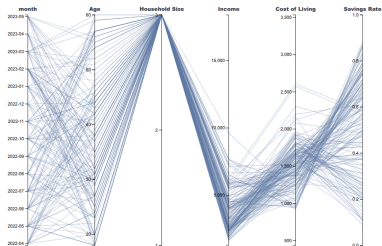
Stretched Households

Main Characteristics

- Larger households, often with children
- Tightest budget constraints
- "Living Gap" pressure is highest here

Median Statistics (Apr 2022)

- **Income:** \$2,869
- **Cost:** \$1,405
- **Savings:** 51.0%



Resident Profile: Lean Savers

Question 2: Resident Financial Health

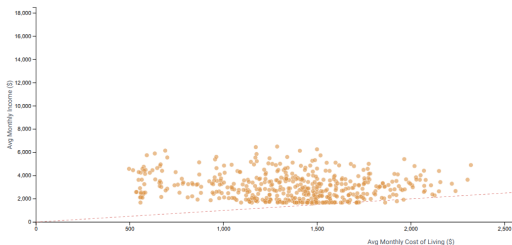
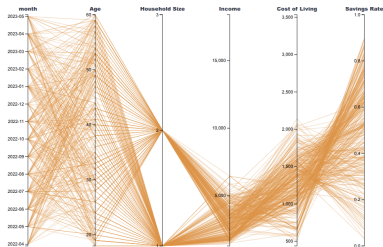
Lean Savers

Main Characteristics

- Smaller households
- Typically without children
- Moderate income, but lower costs than families

Median Statistics (Apr 2022)

- **Income:** \$3,352
- **Cost:** \$1,586
- **Savings:** 54.5%



What Drives Savings?

Question 2: Resident Financial Health

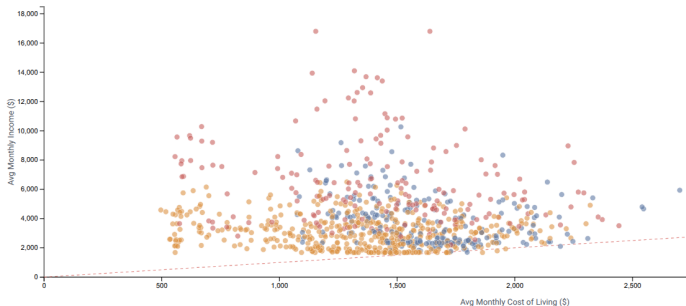
Demographic Drivers

Savings rate predictors (ΔR^2)

- Cost of living (0.828)
- Income (0.408)
- Household size (0.376)
- Has kids (0.127)

Cluster separators (η^2)

- Has kids (83.1%)
- Graduate education (72.0%)
- Household size (61.9%)
- Income (38.0%)



Inequalities Over Time

Question 2: Resident Financial Health

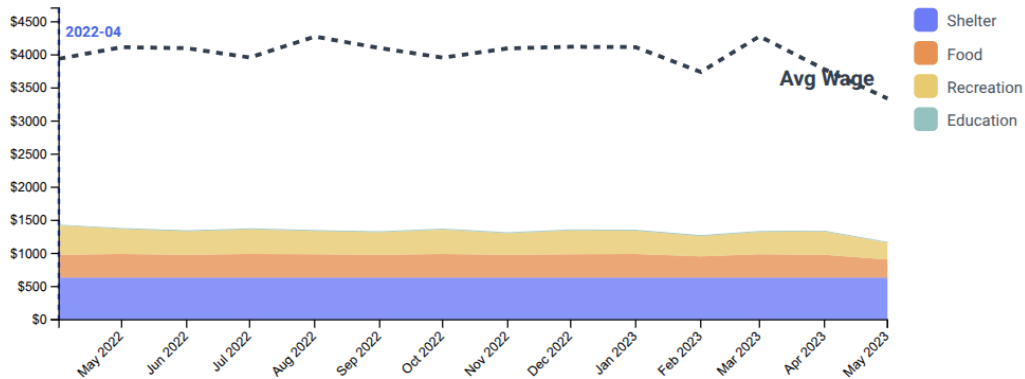


Inequality Trends

- Gini coefficient tracks disparity
- Income inequality stable over time
- Savings inequality slightly higher

Expense Dynamics Over Time

Question 2: Resident Financial Health



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



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
Jan Q2: Resident Financial Health
Michal Q3: Employer Health

Shared Components

- Docker infrastructure
- API structure
- Test framework

Communication

- Regular syncs and feedback
- Clear API contracts

Lessons Learned

Lessons Learned

Lessons Learned

What Worked Well

- ✓ Docker for reproducibility
- ✓ Clear question separation
- ✓ Caching for large datasets
- ✓ Test-driven development

Challenges

- ✗ TODO

Would Do Differently

- TODO

Thank You!


Questions?

Thomas Gantz Jan Marxen Michal Sterzel

Q1: Business

Q2: Residents

Q3: Employers

 github.com/janmarxen/VAST-challenge