Visualization discussion

20201635 전찬

Q1. Is there any privacy issues in this project?

Location data provided by KT may had violation of privacy. But night bus project is a kind of public benefit project, they decided to use call data with protecting personal information by separating data field related to personal profiles such as phone number.

Q2. Why did they need data on 5 million cases of taxi rides?

5 million cases of taxi rides data is used to visualize a pattern of the floating population on the Seoul city map. It is combined with call center data, and GIS of Korean ESRI.

Q3. How can we use it for further business applications?

We can use data visualization technique in finding best business place location. For video rental shop Blockbuster, they locate their shop where has low income level. For dental hospital, they locate in office area to make people can access easily, which is similar to bank located in consumer’s residential area.

We can also use map visualization to make best route in trip. And also company such as Kakao map, they can use personal location data to predict one person’s behavior and make optimal transfer recommendation system.