

# Storytelling with Data

**Module 02: Scoping a project, finding data, analyzing, writing it up**

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# Agenda

Thinking through an analytics project

Citi Bike: group ideas on scoping

Project progression & deliverables

Getting started, finding data

Writing about data analytics

Up next week

# Thinking through an analytics project



# Scoping a data analytics project

*Spencer*

## Progression

Decisions  
Goals and actions  
Methods  
Data

## Initial questions

What problem is to be solved?  
Is the problem important?  
Could an answer have impact?  
Do data play a role in solving the problem?  
Are the right data available?  
Is the organization ready to tackle the problem and take actions from insights?

# Citi Bike: group ideas on beginning to scope a project

# Citi Bike NYC

Group ideas on beginning to scope a data analytics project



# Background

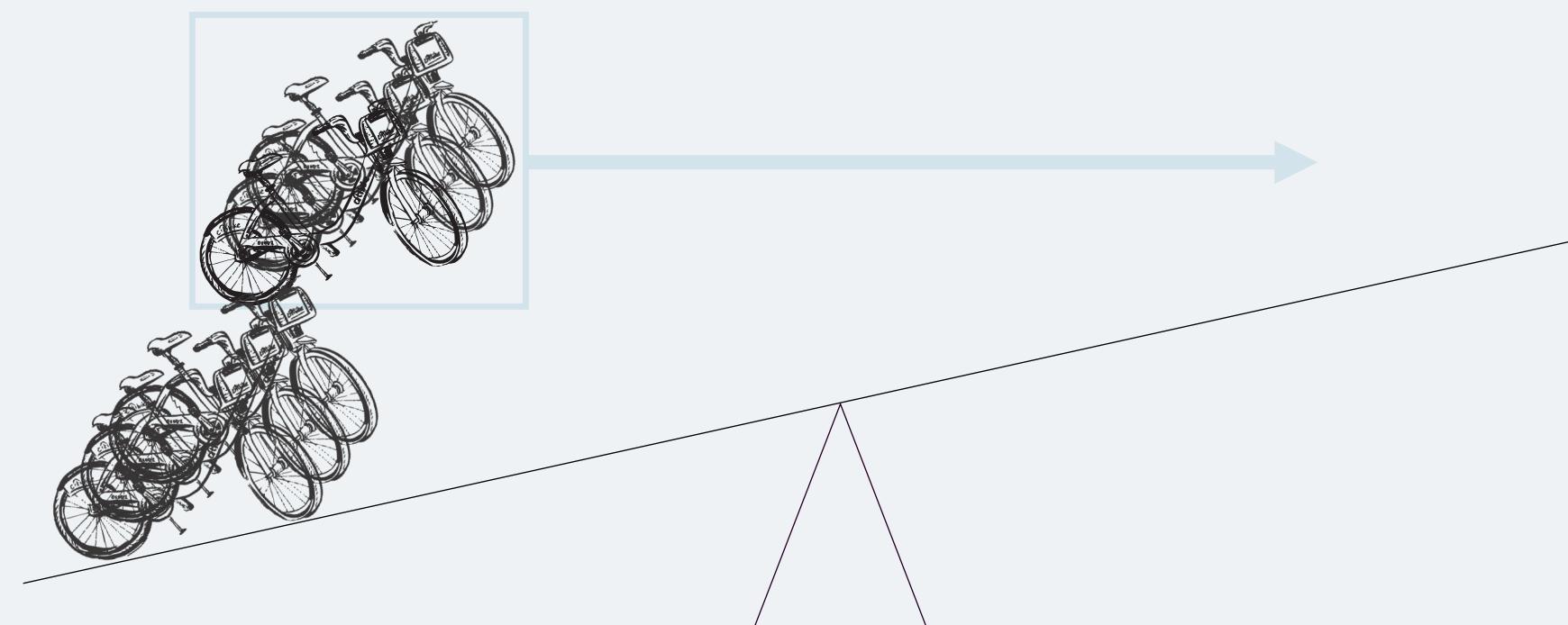
In 2013, the NYC Department of Transportation sought to start a **bike share** to **reduce** emissions, road wear, congestion, and **improve** public health.

After selecting an operator and sponsor, the Citi Bike bike share was established with a bike fleet distributed over a network of **docking stations** throughout the city. The bike share allows customers to **unlock** a bike at one station and **return** it at any other empty dock.



# The Challenge

Making bikes and stations available.



“

**Rebalancing** is one of the biggest challenges of any bike share system, especially in a city like New York where residents don't all work a traditional 9-5 schedule, and though there is a Central Business District, it's a huge one and people work in a variety of other neighborhoods as well.

At Citi Bike we've tried to be **innovative** in how we meet this challenge.

**Dani Simons — Citi Bike Spokeswoman**

# How can we identify causes, relationships?

## Key questions to ask:

### Identifying events and user behavior

What **events** may be correlated with or cause empty or full bike docking stations?

What potential **user behaviors** or **preferences** may lead to these events?

From what **analogous** things could we draw **comparisons** to provide **context**?

### Measurements of events and behaviors

How may these events and behaviors have been **measured** and **recorded**?

What **data** are **available**?  
Where? What form?

May these data be sufficient to find insights through analysis, useful for decisions and goals?

# Identifying Citi Bike ride *and related* data

## A proposed analysis

### Identified data, measurements

Explore availability of bikes and docking spots as depending on **users' patterns** and **behaviors**, **events** and **locations** at particular **times**, other forms of **transportation**, and on **weather**.

**Data are recorded of** each **bike** unlocked and docked, along with remaining **dock** capacities at the locations, dates, and times of each event:  
<https://www.citibikenyc.com/system-data>

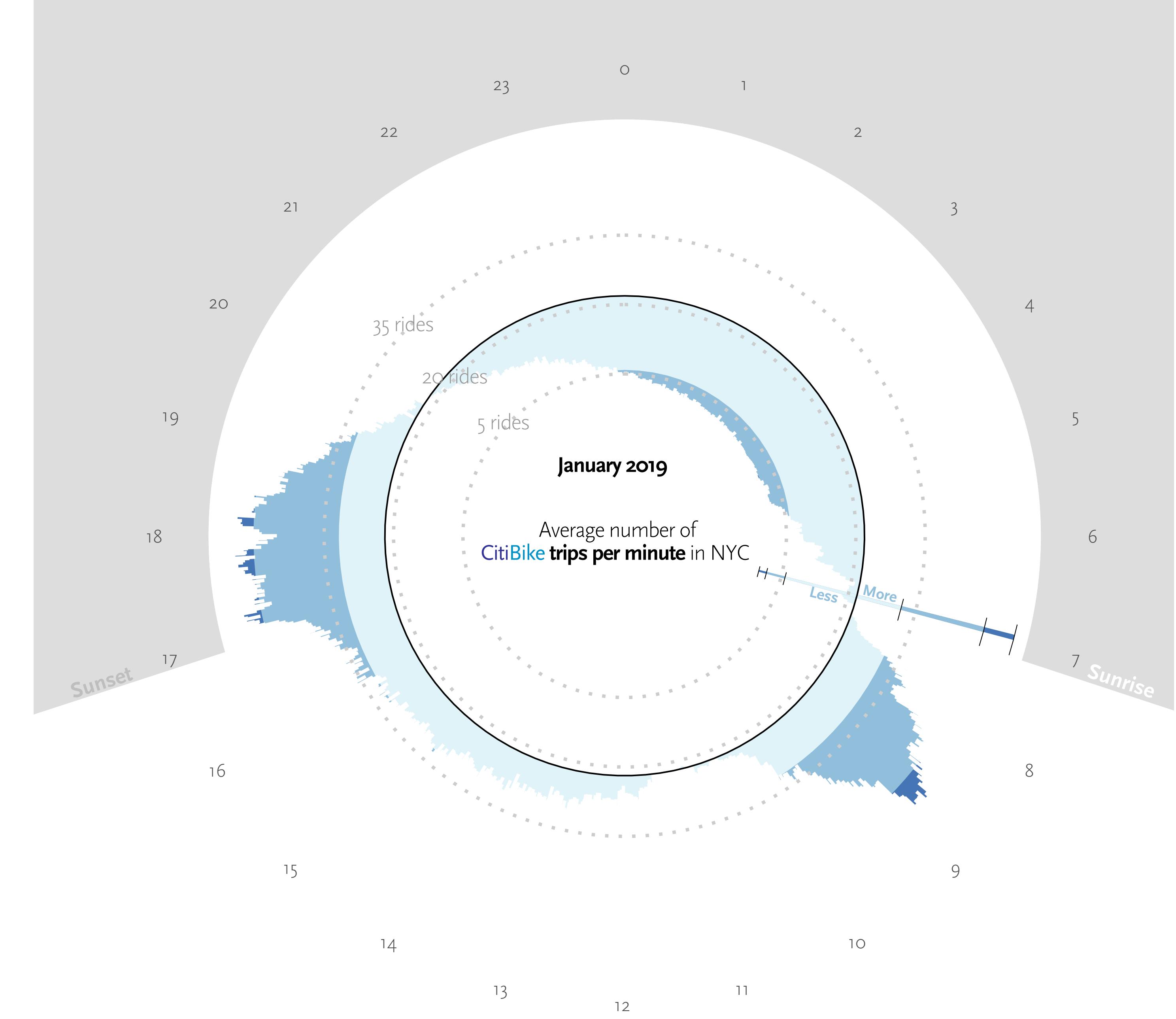
**Taxi** pickup and drop-off locations and times:  
[http://www.nyc.gov/html/tlc/html/about/trip\\_record\\_data.shtml](http://www.nyc.gov/html/tlc/html/about/trip_record_data.shtml)

**Subway** lines entrance/exit locations:  
<https://data.cityofnewyork.us/Transportation/Subway-Stations/arq3-7z49>

Historical **weather**:  
<https://darksky.net/dev>

**Traffic** data and more:  
<http://www.nyc.gov/html/dot/html/about/trafficfeeds.shtml#realtime>

# Example, visually exploring the data



# Project progression & deliverables

# Project progression

**The scenario** — You identify a likely business problem in an organization. You develop a data analysis project that provides insights, useful for decision making. You attempt to persuade others to allow the project to move forward, and bring insights that help further business goals.

**IDENTIFY PROBLEM  
WITHIN THE  
COMPANY**

**WRITE MEMO PITCHING THE  
IDEA TO **CHIEF ANALYTICS  
OFFICER****

THE PROPOSAL IS  
APPROVED

**STORYBOARD PROJECT &  
RESULTS FOR **CHIEF MARKETING  
OFFICER****

**PRESENT PROJECT & RESULTS  
TO **CHIEF EXECUTIVE OFFICER**  
SHOWING VALUE OF ONGOING  
ANALYTICS**

:

:

:

:

:

:

**YOU  
ARE  
HERE**

**IDEATE A DATA  
ANALYTICS PROJECT  
ADDRESSING THE  
PROBLEM**

IDEA APPROVED. WRITE A  
**PROJECT PROPOSAL TO  
CAO**

**DEVELOP INFOGRAPHIC  
OF PROJECT & RESULTS  
FOR CONSUMERS**

**CONDUCT DATA ANALYSIS**

# Main deliverables

For your chosen company and case study,  
as an imagined member of the analytics team ...

## 250-word memo

Write a memo to **CAO** about an opportunity to leverage analytics. Consider background context, problem, data, solution, and impact.

## 750-word proposal

On approval of the memo, write a proposal to **CAO**, detailing the anticipated project.

## Storyboard

Present project result in storyboard to **CMO**, using narrative forms, and with comparisons, metaphors and other storytelling concepts.

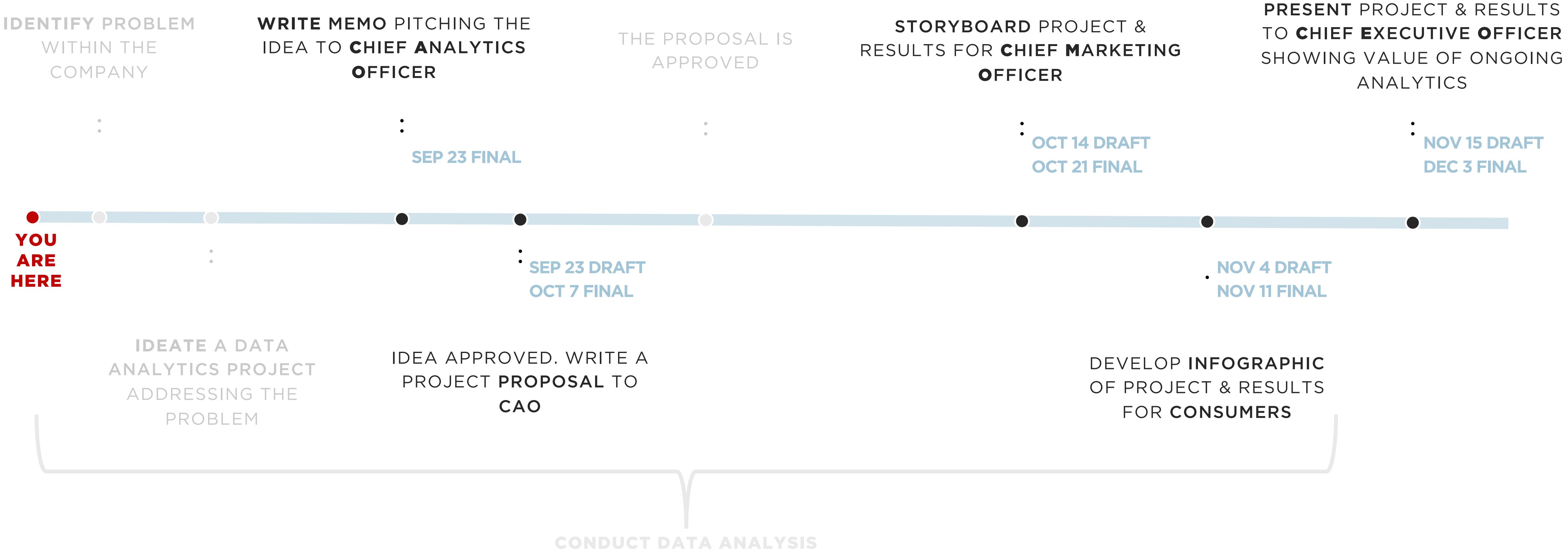
## Infographic

Recraft the results, telling the narrative through an infographic for the **public** or **potential consumers**, using data visualization with brand awareness.

## Presentation

Construct and deliver a 4-5 minute persuasive presentation with up to 10 slides to the **CEO**, telling the story of the analytics project to convince them of further investment in analytics.

# Main deliverables (assignments) on timeline (drafts and some deliverables not listed)



# Getting started, finding data

# Selecting an entity, starting your project, now:

**Choose something interesting to you!**

Chose a **company** — for profit or not for profit — and **analytics project** that you may be interested. Do **not** chose one of the example case studies.

**Research and imagine a problem the entity may face**

The problem may be **similar in complexity**, importance, and interest to that of Citi Bike or to that of the other case studies in our readings.

**Research available data, relevant to the problem**

You should find **publicly available data** to analyze. This data need not be specific to the entity, just **relevant** to the analysis — for example, weather for Citi Bike.

**Consider how you plan to analyze the data**

Are the data, or can you **wrangle** it, into a form to perform your analysis within your available time? Assume your analysis will include **aggregating, summarizing, visualizing, regressing**, and most of all, **comparing**.

# Example resources

## Columbia University Library Research Data Services

Research Data Services is jointly supported by the Libraries and CUIT, providing support and consulting for research data needs at Columbia University. Our **expert staff are available to help** with many aspects of the research data lifecycle including **research, data management, finding data, recommendations for cleaning and understanding data, mapping and visualizing** your data.

<https://library.columbia.edu/services/research-data-services.html>

## Thomson research

Real-time and historical SEC EDGAR filings, scanned images of company annual reports and foreign exchange filings.  
<https://clio.columbia.edu/databases/5410648>

## FactSet

Broad financial news on markets and economies or granular news on company earnings, FactSet news and research offers real-time news on the factors that affect markets and research that pulls in data from many trusted sources.

<https://library.columbia.edu/find/eresources/databases/factset.html>

## Clio database search

<https://clio.columbia.edu/databases?q=research+reports>



**Social media:** Ravindran, Sharan Kumar, and Vikram Garg. *Mastering Social Media Mining with R*. Packt Publishing, 2015. Print.



R's **base** installation, and many **R packages** contain built-in datasets. The command data() gives you the base R datasets, and including the installed package name, say, data(package="rethinking") lists the datasets in the package.



The **General Social Survey** includes more than 40 years of personal-interview survey questions on social characteristics and attitudes in the United States. <http://gss.norc.org>



**Kaggle** is an online community of data scientists owned by Google who publish data sets, over 14,000 now, for public use.  
<https://www.kaggle.com/datasets>



**NYC OpenData** provides public access to numerous data sets gathered from NYC agencies. <https://opendata.cityofnewyork.us/data/>



**Data.gov** is a USA federal collection of datasets. <https://www.data.gov>



**Google Dataset** search is just like a regular Google search, but focused on datasets. <https://toolbox.google.com/datasetsearch>

# Writing about data analytics, introduction



Comparing details across varying lengths  
of an award-winning project's writeups:

*Improving Traffic Safety Through  
Video Analysis in Jakarta, Indonesia*

# Questions for Discussion

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For whom is the paper written? Who is the intended audience?

What information types and categories does the paper cover? What details do you notice?

How is the information organized?

How does the information in, and structure of, the paper compare with the initial questions I've suggested we consider when scoping an analytics project?

# Jakarta example – 124-word proposal summary, from analysts’ blog

Nearly 2,000 people die annually as a result of being involved in traffic-related accidents in Jakarta, Indonesia. The city government has invested resources in thousands of traffic cameras to help identify potential short-term (e.g. vendor carts in a hazardous location) and long-term (e.g. poorly engineered intersections) safety risks. However, manually analysing the available footage is an overwhelming task for the city’s Transportation Agency. In support of the Jakarta Smart City initiative, our team hopes to build a video-processing pipeline to extract structured information from raw traffic footage. This information can be integrated with collision, weather, and other data in order to build models which can help public officials quickly identify and assess traffic risks with the goal of reducing traffic-related fatalities and severe injuries.

# Jakarta example – details in 124 words

Nearly 2,000 people die annually as a result of being involved in traffic-related accidents in Jakarta, Indonesia. The city government has invested resources in thousands of **traffic cameras** to help **identify** potential short-term (**e.g. vendor carts in a hazardous location**) and long-term (**e.g. poorly engineered intersections**) safety risks. However, **manually analysing** the available **footage** is an overwhelming task for the city's Transportation Agency. In support of the Jakarta Smart City initiative, our team hopes to build a **video-processing pipeline** to **extract structured information** from **raw traffic footage**. This information can be integrated with **collision**, **weather**, and other data in order to build models which can help public officials quickly **identify and assess traffic risks** with the goal of **reducing traffic-related fatalities** and severe injuries.

# Jakarta example – structure of blog post

## background context

Nearly 2,000 people die annually as a result of being involved in traffic-related accidents in Jakarta, Indonesia. The city government has invested resources in thousands of traffic cameras to help identify potential short-term (e.g. vendor carts in a hazardous location) and long-term (e.g. poorly engineered intersections) safety risks. However, manually analysing the available footage is an overwhelming task for the city's Transportation Agency. In support of the Jakarta Smart City initiative, our team hopes to build a video-processing pipeline to extract structured information from raw traffic footage. This information can be integrated with collision, weather, and other data in order to build models which can help public officials quickly identify and assess traffic risks with the goal of reducing traffic-related fatalities and severe injuries.

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**goals, actions,  
origin of data**

# Jakarta example – structure of blog post

**problem**

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**method, data**

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**impact, linked  
to goals, decisions**

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goals, actions, origin of data

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method, data

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extract structured information from raw traffic footage. This information can be integrated with collision, weather, and other data in order to build models which can help public officials quickly identify and assess traffic risks with the goal of reducing traffic-related fatalities and severe injuries.

# Questions for Discussion

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In what ways do the structure and detail of the proposal in the short blog summary **compare** with the final paper?

How do the structure and detail in this case study **compare** with *The Next Rembrandt*, from last lecture?

If you lengthened this summary to 250 words, what **additional details** do you think a **chief analytics officer** may want to know before approving the project?

# Group help on case studies

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Work with your peers to **ideate**, and **give feedback** on, your initial ideas for possible choices of **entity** and **business problem**, **your data analytics project**, and **potential sources of data**.

Then, let's **share** some of these ideas together.

# For Next Week, Module 3:

## Agenda next week

### The minimum

Decide on your data analytics project; locate and begin collecting available data for analysis.

Start drafting a concise memo to CAO on the opportunity to use data analytics to gain insight into the business problem.

**Booth, Wayne C et al.** *The Craft of Research.* Fourth. University of Chicago Press, 2016, Chapter 17 *Revising Style: Telling Your Story Clearly*

Think carefully how to implement the four principles. Watch for their use in past and future readings, and practice them.

**Doumont, Jean-Luc.** *Trees, Maps, and Theorems: Effective communication for rational minds.* Principiæ, 2009. selected pages.

Understand how to structure materials and content from specific audiences' points of view.

**Butterick, Matthew.** *Butterick's Practical Typography.* practicaltypography.com. N.p., 2018. Web. 8 Sept. 2018.

Consider the visual components of writing.

**Kay, Matthew.** "Figures." [www.mjskay.com](http://www.mjskay.com). N.p., Aug. 2015. Web. 28 Mar. 2019.

Consider how information is visually connected.

# Continuing feedback guides your course:

**Got it!**

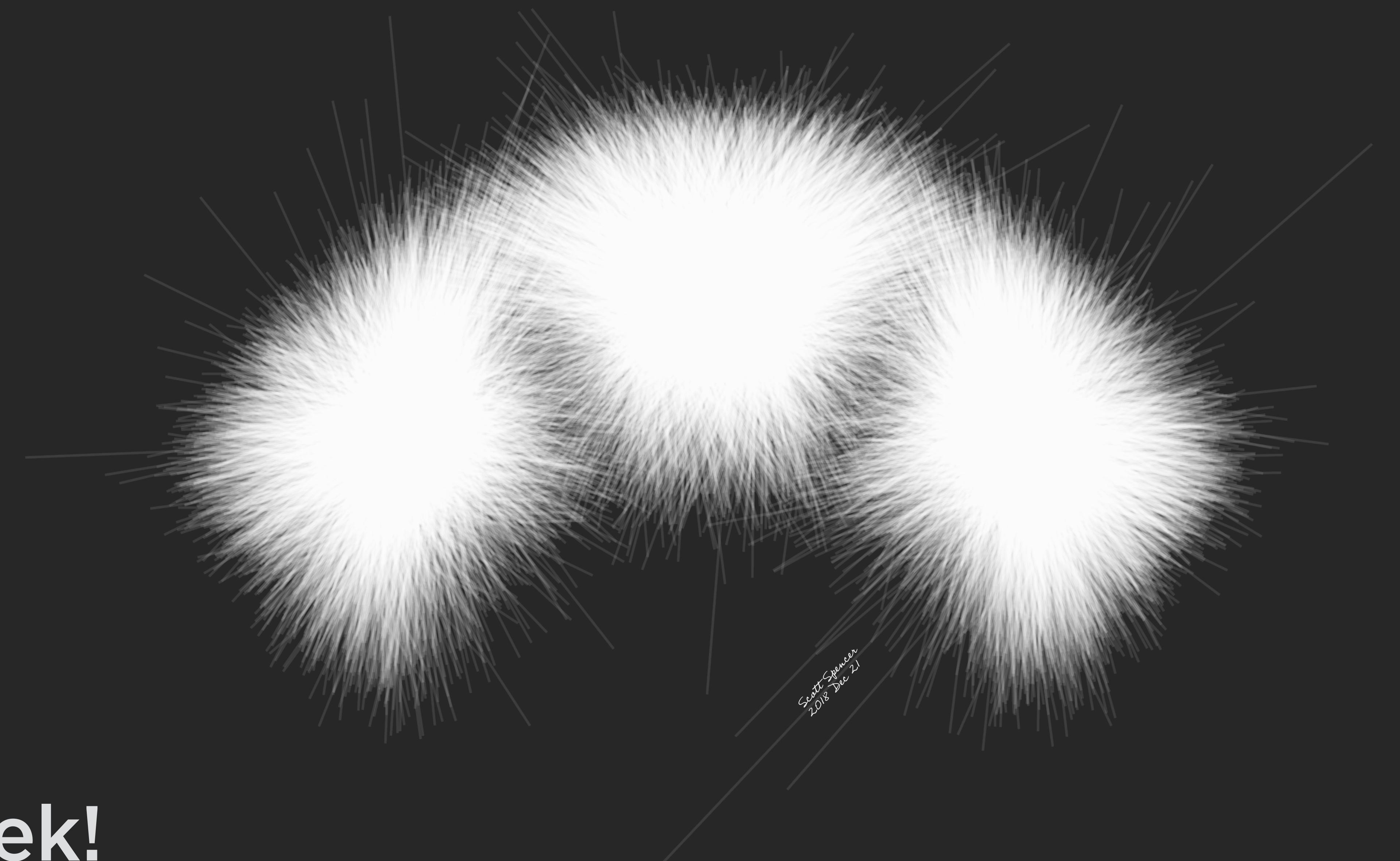
What information from this lecture did you find particularly interesting or helpful?

**Say what?**

What was an important idea in scoping or describing data analytics projects you think we missed in class discussion?

**Let's get  
on with it.**

In what domains beyond your current job are you interested in applying analytics?

A large, abstract visualization of baseball data is centered on the slide. It consists of numerous thin, light-colored lines radiating from several bright, circular centers, creating a sunburst or starburst effect. The lines represent data points, likely trajectories or paths, originating from specific points on the field and ending at home plate. The centers of these bursts are located along the foul lines and the baseline.

**See you  
next week!**