

VISUALIZING LIFE PATTERNS

Modified VAST Challenge 2021 MC2

CPSC 547: Project Pitch

Rosalyn Carr

September 2022 Data Breaches

SAMSUNG

American Airlines



Uber



U+HAUL[®]

OPTUS *yes*

VAST Challenge 2021: MC2

- Expansion/update to VAST Challenge 2014
- “GAStech” company is tracking their employees
 - Company cars have geospatial tracking software that tracks location when in use
 - Company credit cards are tracked
 - Company “loyalty card” can track personal, local purchases
- Original Prompt: Identify suspicious behavior and report employees



Tasks

- Personal Data Available
 - Credit Card Data
 - Loyalty Card Data
 - Vehicle Location Data
- Identify Locations of Interest and Find Data Discrepancies (Q1 and Q2)
- Infer the owners of each credit card and loyalty card (Q3)
- **Identify most crucial information for identification**

Challenges and Benefits

- Original problem is well characterized between 2021 and 2014
- Real world data isn't particularly ethical to use
 - Broad assumption that we have the correct features to inform these questions
- Flexible Implementation (static or interactive)
- Inform users on the severity of data breaches (and which ones matter)

Rosalyn Carr: rosalyncarr@ieee.org