VISUALIZING LIFE PATTERNS

Modified VAST Challenge 2021 MC2

CPSC 547: Project Pitch

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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)

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