

Dr. Abbas Maaroof aimaaroof@gmail.com 29-03-2021

WORKSHOP OUTLINE

- 1. Big Data Analytics-Day #1
- 2. Machine Learning Tools: R Programming language and Graphical Interfaces Day#1
- 3. Data Mining Analytical Tools-Day#2
- 4. Data Visualization and Using Big Data For SDGs-Day#2
- 5. Digital Data Collection-Day#3
- Drone Technology and Multispectral Sensor, Geospatial and Remote sensing Technology-Day#3



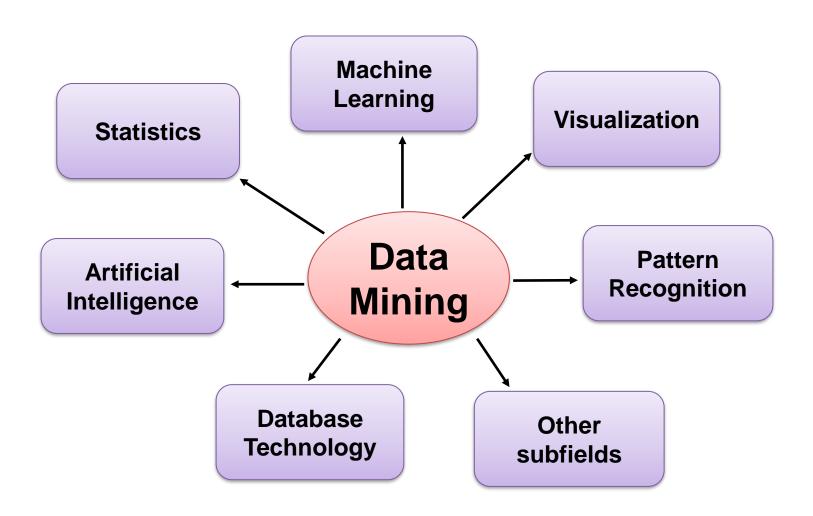
What is Data Mining?

Data mining or Natural Language Processing (NLP): is the process of extracting useful information or knowledge from a large volume of structured/ unstructured data and databases (relational and non-relational), to discover interesting patterns from large amounts of data.

Text mining is an automatic process that uses natural language processing to extract valuable insights from unstructured text. By transforming data into information that machines can understand, text mining automates the process of classifying texts by sentiment, topic, and intent. Social media(Facebook, Twitter, Instagram, etc.), text, email, and Internet (Google)...etc. (It can be done at a fraction of the cost and in real time).

- Traditional statistics, household surveys and census data have been effective in tracking medium to long-term development trends, but are less effective in generating a real-time snapshot for policymakers, while Data Mining method can be done at a fraction of the cost and in real time.
- There is an ocean of data (Big Data)— generated by citizens in both developed and developing countries—that did not exist even a few years ago. Videos, Audios, Mobile phones, social media and Internet searches all leave digital traces that, when anonymized, aggregated and analyzed, can reveal significant insights that help governments make faster and more informed decisions.

Data mining confluence of multi-disciplinary subfields



Data mining confluence of multi-disciplinary subfields

Why is Text Mining Important?

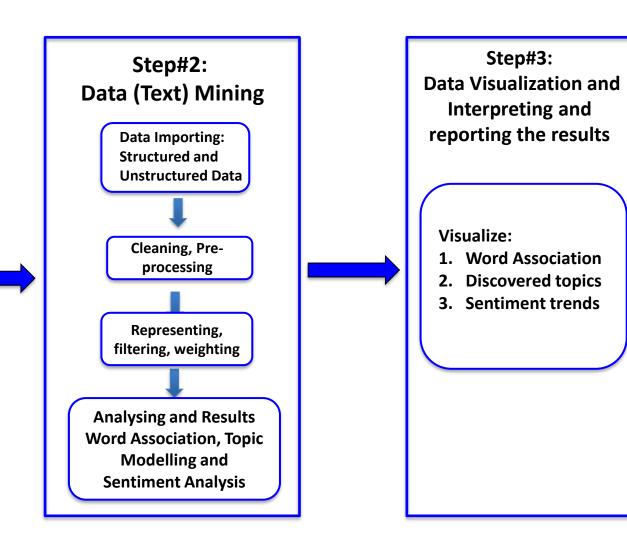
Individuals and organizations generate tons of data every day. Stats claim that almost 80% of the existing text data is unstructured, meaning it's not organized in a predefined way, it's not searchable, and it's almost impossible to manage. In other words, it's just not useful.

- **1. Scalability**: with text mining it's possible to analyze large volumes of data in just seconds.
- **2.Real-time analysis**: thanks to text mining, companies can prioritize urgent matters accordingly including, detecting a potential crisis, and discovering product flaws or negative reviews in real time. Why is this so important? Because it allows companies to take quick action.
- **3. Consistent Criteria**: when working on repetitive, manual tasks people are more likely to make mistakes

Data Mining Analytical Steps

Step#1: Data Collection

- 1. Identifying the Data source information: Such as Social media(Facebook, Twitter, Instagram, etc.), text, email, and Internet (Google)...etc.
- 2. Extracting the relevant information from the data



Best Data Mining Techniques with Examples

1. Classification

Example-Data mining can help classify customers in the "low," "medium," or "high" credit risks category by analyzing their purchase history and financial background.

2. Prediction

Example-It allows you to predict the sale of a customer based on their previous purchases, credit histories, and financial status.

3. Cluster Analysis

Example-Market Segmentation

4. Tracking Patterns

Example, a business can notice that a certain product is sold more before a certain festival.

5. Outlier Analysis

Example-Fraud Detection

6. Association Analysis

Example-Market Basket Analysis

5. Evolution Analysis

Example-Forecasting stock market index using Time Series Analysis

Data Mining Prerequisites and Types

The software for data mining falls into two very general categories.

Text Interfaces

These are generally programming languages that use written commands:

- One of the most fundamental tools in data mining is the statistical programming language R-Free-Open Source
- 2. Programming language Python 3-Free- Open Source

Graphical Interfaces

These include specialized applications that use menus, widgets, virtual connections, and it's really easy to see the process:

- 1. RapidMiner- There is a free version and there is a paid version- You can download the free version
- 2. **KNIME** You can download it for free
- 3. Orange-You can download it for free
- 4. **BigML** on Server free for small task but they charge with big data analytics-Nice way to work with.
- 5. Apache Spark
- 6. Rattle

How is Text Analytics Used?

Text Analytics Use Cases

Manufacturers

- Identify root causes of product issues quicker
- Identify trends in market segments
- Understand competitors' products

Retail

- Identify profitable customers and understand the reasons for their loyalty
- Manage the brand on social media

Legal

Government

needs

· Identify fraud

Understand public

sentiments about unmet

· Find emerging concerns

that can shape policy

- Identify topics and keywords in discovery documents
- Find patterns in defendant's communications

Life Sciences

- Identify adverse events in medicines or vaccines
- Recommend appropriate research materials

Financial Institutions

- Use contact center transcriptions understand customers
- Identify money laundering or other fraudulent situations

Healthcare

- Find similar patterns in doctor's reports
- Use social media to detect disease outbreaks earlier
- Identify patterns in patient claims data

Applying a hybrid of powerful analytical capabilities Text analysis, combined with predictive modelling and data visualization

Telecommunications

- · Prevent customer churn
- Suggest up-sell/crosssell opportunities by understanding customer comments

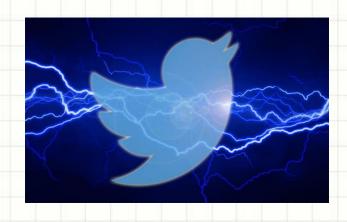
zencos 🔾

Insurance

- Identify fraudulent claims
- Track competitive intelligence
- Manage the brand on social media

https://www.zencos.com/blog/text-mining-examples-advanced-analytics/

Text Mining: Twitter Data Analysis



Case Study #1: Rohingya Refugees

Cases Study #1: Extract Tweets using a search Term for Rohingya Refugees

(Real time analytics)

Number of searched Tweets = 2197

Example of Tweets for Rohingya

[[1]]

[1] "SangwanShilpa: RT @ashokepandit: Go and ask those women constables who were molested by your Rohingya friends on this very day when they destroyed the Ama

[[2]]

[1] "BarmsBham: RT @IMIX_UK: 'Nothing is impossible if you put your mind to it. I was born in a refugee camp, I had no right to education... no right to a..."

[[3]]

[1] "manir_rhg: RT @nslwin: Aung San Suu Kyi and NLD have won a 2nd term. \n\nCan a leopard change its spots?\n\nMy prediction: she will defend genocide, delay..."

[[4]]

[1] "JamalArkani8: They took away all our belongings they denied our experience they tried to exterminate us but we hold our own exper... https://t.co/3MVJPmZc28"

[[5]]

[1] "Switzer45773858: RT @RoMohammadRohi1: Just evil. #Facebook is obstructing the investigation of the Burmese #Genocide of #Rohingya Muslims. Refusing to hand..."

[6]]

[1] "nigib1: RT @jeremycorbyn: \"Solidarity around the world for people who are victims of political or human rights abuses should not know any boundarie..."

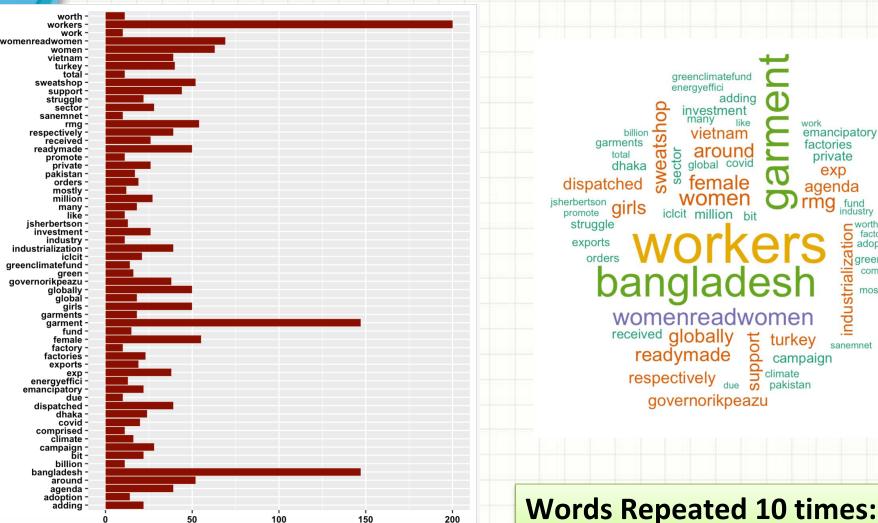
Viewing some of the tweets and retweets

) (АВ	С	D	Е	F	G	Н	I	J	K	L	М	N	
١.								No of Rohingya ke	yword tweets					
_	text fav	vorited favo	riteCount repl	lyToSN	created	truncated	d replyToSID) id	replyToUID	statusSource	screenName	retweetCount	isRetweet r	ret
	1 RT @parq: Más allá de la supervívencia: un espacio seguro para mujeres y niñas rohingya / Rizvi Has	LSE	0 NA		2020-11-18	12:50:17	FALSE	NA	1329044253461372931	NA	Twitter for iPhone	clamova	2 1	TRI
	2 #Bangladesh's coldest months temperatures fall as low as 10 degrees Celsius at night, yet in the	LSE	0 NA		2020-11-18	12:48:01	TRUE	NA	1329043683455459330	NA	Twitter Web App	HumanAidUK	0 F	FAL
	#Polisondelhion FAL Competin on Rohings on Rude on Ru	LSE	0 NA		2020-11-18	12:47:45	FALSE	NA	1329043617982267394	NA	<a android"="" download="" href-"http:="" htitler.com="" rel="nofoliow">Twitter for Android-/a::	> RinkuRasmi1985	0 F	āAl
	4 https://t.co/opiXsiyK3R Rohingya National News RNN 18 November 2020 FAL	LSE	0 NA		2020-11-18	12:47:44	FALSE	NA	1329043612592713728	NA NA	Twitter for Android	> RohingyaNNews	0 F	FAL
	5 RT @DhakaTribune: 'Despair, #conflict growing in #communities hosting #Rohingyas' https://t.co/uh/	LSE	0 NA		2020-11-18	12:46:35	FALSE	NA	1329043325551214592	NA NA	Twitter for Android	> TithilaKK	1 1	TRU
	6 Inside of victims camp laying down to be fresh airf Eventually i am so comfortable today. FAL ### photography by Mohamm https://l.co/P2eTX2XaVP	LSE	0 NA		2020-11-18	12:45:09	TRUE	NA	1329042961586274315	NA .	Twitter for Android	> PacifistSawzeth	O F	FAL
	7 RT @ShilpiTiwari5: @wupadrastaAruna @apparmnaa @D_Roopa_IPS @IPS_Association @CMofKam FAL	LSE	0 NA		2020-11-18	12:43:55	FALSE	NA	1329042654512836608	NA NA	Twitter for Android	> nanjeshpatel	2 1	TRU
	8 RT @Rohingya_ISCG: #Humanitarian workers entering the #Rohingya camps, like this mother and he FAL	LSE	0 NA		2020-11-18	12:43:22	FALSE	NA	1329042514733527041	NA	Twitter Web App	drkhinmaungoo	3 1	TRU
	RT @ShipITiwariS: Madam @D_Roopa_PS Poliogin hai ya, ya andherparaf? @IPS_Association This is how ur members exercise power? Howmany Ba Howmany Ba	LSE	0 NA		2020-11-18	12:43:05	FALSE	NA	1329042441194909697	NA NA	Twitter for iPhone	GulamaGuru	5 1	TRU
	TR @UNHCR_BGD: Globally Amongst the Rohingya refug Amongst the Rohingya refug	LSE	0 NA		2020-11-18	12:42:26	FALSE	NA	1329042278858383376	NA	Twitter Web App	drkhinmaungoo	2 1	TRU
	11 RT @jeremycorbyn: "Solidarity around the world for people who are victims of political or human right FAL	LSE	0 NA		2020-11-18	12:42:14	FALSE	NA	1329042230913462272	NA	Twitter Web App	PaulH121	972 1	TRU
	12 RT @rah2005oom: Aung Ko, director general of #Myanmar's Ministry of Foreign Affairs, said Tuesday FAL	LSE	0 NA		2020-11-18	12:41:55	FALSE	NA	1329042147887091714	NA	Twitter Web App	drkhinmaungoo	1 7	TRU
	13 RT @ShilpiTiwari5: @wupadrastaAruna @apparrnnaa @D_Roopa_IPS @IPS_Association @CMofKarr FAL	LSE	0 NA		2020-11-18	12:39:18	FALSE	NA	1329041492476719105	NA	Twitter for iPhone	rotormagic	2 1	TRU
	14 RT @ShipITiwariS: Madam @D_Roopa_IPS Policegif hai ye, ya anthergand? #IPS_Association This is how ur members exercise power? Howmany Ba.	LSE	0 NA		2020-11-18	12:39:06	FALSE	NA	1329041440219906048	NA NA	Twitter for iPhone	rotormagic	5 1	ſRU
	15 RT @jessica_olney_1: Rohingya refugees living in 'temporary shelters of tarpaulin' in Bangladesh wri FAL	LSE	0 NA		2020-11-18	12:35:35	FALSE	NA	1329040557352628224	NA	Twitter for iPhone	PattersonADALO	6 1	TRU
	16 RT @_PMoinar: Great new paper by @institute_si focusing on digital identity systems and impact	LSE	0 NA		2020-11-18	12:29:07	FALSE	NA	1329038928159125507	NA	Twitter Web App	Louise1Hooper	1 7	TRL
	17 Rohingya refugees living in 'temporary shelters of tarpaulin' in Bangladesh write congratulatory letter	LSE	1 NA		2020-11-18	12:28:23	TRUE	NA	1329038742942695424	NA	Twitter for Android	> arnu_org	0 F	FAL
	18 @mechirubhat @mechirubhat Namma Karnatakadallu Rohingya mattum Bangladeshi irabahudu. Ade FAL	LSE	1 med	chirubhat	2020-11-18	12:27:22	TRUE	1044232890463055873	1329038486800764929	280293549	a href="https://mobile.twitter.com" rel="nofollow">Twitter Web App	KR00425657	0 F	FAL
	19 dSwarajyaMag Should be or else Bengal is moving towards being a next Kashmir With this Rohingya chusilms enterina https://t.co/iC9tMH.dTE	LSE	0 Swa	arajyaMag	2020-11-18	12:26:39	TRUE	1329038036680597506	1329038309494988800	2451476942	2 Twitter for Android :	> jeetpatelADROIT	0 F	FAL
		I SE	0 NA		2020-11-18	10.05.10			1320038004717250776		on head. "http://buitter.com/dounlead/andraid" rel. "notellaus". Tuitter for Andraid / Andraid		4 7	_
	PAL ST. SEATHERS OF LINES TO THE PROPERTY OF THE PARTY OF	. ~-	n i NZ		- AIAL11-18		· Paul Alt		1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2			. namurimam	4	

Inspect 10 most frequently used words

Repeated 10 times:

```
> (freq.terms <- findFreqTerms(tdm, lowfreq =</pre>
                                                 10))
 [1] "adding"
                           "adoption"
                                                "agenda"
                                                                      "around"
 [5] "bangladesh"
                           "billion"
                                                "bit"
                                                                      "campaign"
 Г97 "climate"
                                                "covid"
                                                                      "dhaka"
                           "comprised"
[13] "dispatched"
                           "due"
                                                "emancipatory"
                                                                      "energyeffici"
                           "exports"
                                                                      "factory"
[17] "exp"
                                                "factories"
                           "fund"
[21] "female"
                                                "garment"
                                                                      "garments"
[25] "girls"
                           "alobal"
                                                "alobally"
                                                                      "governorikpeazu"
[29] "green"
                           "greenclimatefund"
                                                "iclcit"
                                                                      "industrialization"
[33] "industry"
                           "investment"
                                                "jsherbertson"
                                                                      "like"
[37]
     "many"
                           "million"
                                                "mostly"
                                                                      "orders"
                                                "promote"
[41]
     "pakistan"
                           "private"
                                                                      "readymade"
[45] "received"
                           "respectively"
                                                "rmg"
                                                                      "sanemnet"
                           "struaale"
                                                "support"
[49] "sector"
                                                                      "sweatshop"
[53] "total"
                           "turkey"
                                                "vietnam"
                                                                      "women"
[57] "womenreadwomen"
                           "work"
                                                "workers"
                                                                      "worth"
```



Count

Words Repeated 10 times:

worth
of factory
adoption
green
comprise
mostly

comprised

Word Association

Explore frequent terms and their associations

Word Association

Now that we have the most frequently occurring terms in hand, we can check for correlations between some of these words.

In this context, correlation is a quantitative measure of the cooccurrence of words in multiple tweets.

Any specific word which can useful for analysis and help us identify the highly correlate words with that term. If word always appears together then correlation=1.0.

Specifying a correlation limit of 0.1

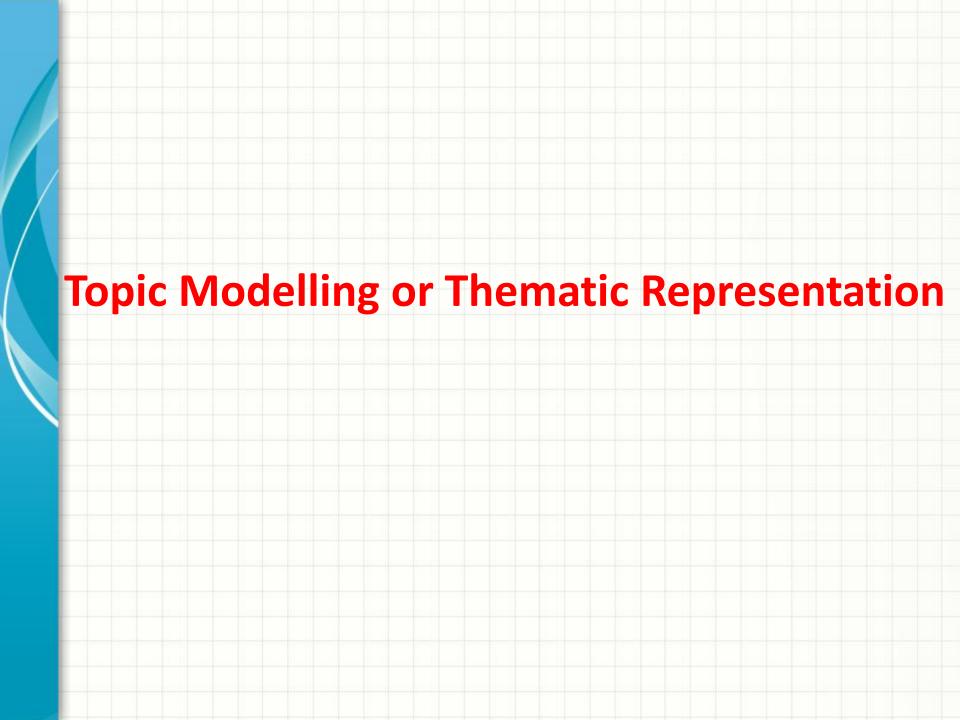
Let us pick seven keywords from slide 3 and correlate with limit of 0.1

findAssocs(tdm, "covid", 0.1)
findAssocs(tdm, "girls", 0.1)
findAssocs(tdm, "readymade", 0.1
findAssocs(tdm, "garment", 0.1)
findAssocs(tdm, "workers", 0.1)
findAssocs(tdm, "dispatched", 0.1)
findAssocs(tdm, "bangladesh", 0.1

energyeffici governorikpeazu
jsherbertson dispatched adoption
fund million readymade work
respectively around bitexpfactory
pakistan
adding girls female women global
orders agenda garment
campaign rmg garment
struggle
emancipatory
icloit workers
bangladesh factories
sector
womenreadwomenprivate
mostly sweatshopturkey vietnam
green globallysupport

Which words are associated with "covid"?

> findAssocs(td	m_"covid", 0.1			
\$covid				
many	factories	cancelled	clothing	leaving
0.83	0.69	0.66	0.66	0.66
liveblog	retailers	today	due	cleanclothes
0.66	g Spell	check 0.66	0.62	0.58
incurred	julyoct	loss	positivenewsuk	stock
0.58	0.58	0.58	0.58	0.58
unsold	dec	orders	wages	brands
0.58	0.53	0.53	0.45	0.31
continue	fewer	led	pandemic	percent
0.31	0.31	0.31	0.31	0.31
piles	placing	second	shops	shut
0.31	0.31	0.31	0.31	0.31
wave	exports	bd	limited	one
0.31	0.26	0.24	0.24	0.24
asiafloorwage	bangla	expor	h	sto
0.22	0.22	0.22	0.22	0.22
vqxs	surplus	bangladesh	garment	wor
0.22	0.20	0.17	0.14	0.14
fashion	sit			
0.13	0.13			



Topic Modelling or Thematic Representation

Topic modelling is an 'unsupervised' machine learning technique, in other words, one that doesn't require training. Topic models are suitable for the exploration of data.

The calculation of topic models aims to determine the proportionate composition of a fixed number of topics in the documents of a collection. It is useful to experiment with different parameters in order to find the most suitable parameters for your own analysis needs

Top six topics for ten most frequent words

> terms(topicModel, 10)

Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6
[1,] "womenrea	dwomen" "industrializatio	n" "rmg"	"bangladesh"	"workers"	"garment"
[2,] "workers"	"respectively"	"female"	"million"	"support"	"bangladesh"
[3,] "women"	"vietnam"	"sweatshop"	"sector"	"campaign"	"factories"
[4,] "exports"	"exp"	"readymade"	"received"	"dhaka"	"covid"
[5,] "garments	" "governorikpeazu"	"around"	"investment"	"bit"	"orders"
<pre>[6,] "mostly"</pre>	"turkey"	"globally"	"private"	"emancipatory"	"many"
[7,] "billion"	"agenda"	"girls"	"global"	"iclcit"	"like"
[8,] "comprise	d" "dispatched"	"workers"	"climate"	"struggle"	"due"
[9,] "worth"	"bangladesh"	"women"	"green"	"adding"	"dispatched"
[10,] "total"	"factory"	"total"	"fund"	"garment"	"industry"

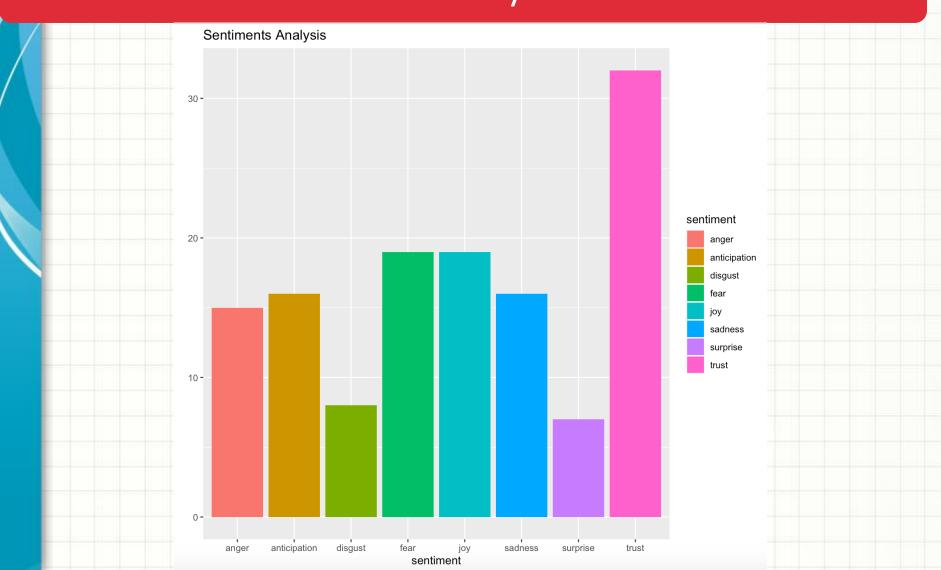
Classification by Emotion and Polarity

My sentiment analysis is based on the NRC Word-Emotion Association Lexicon

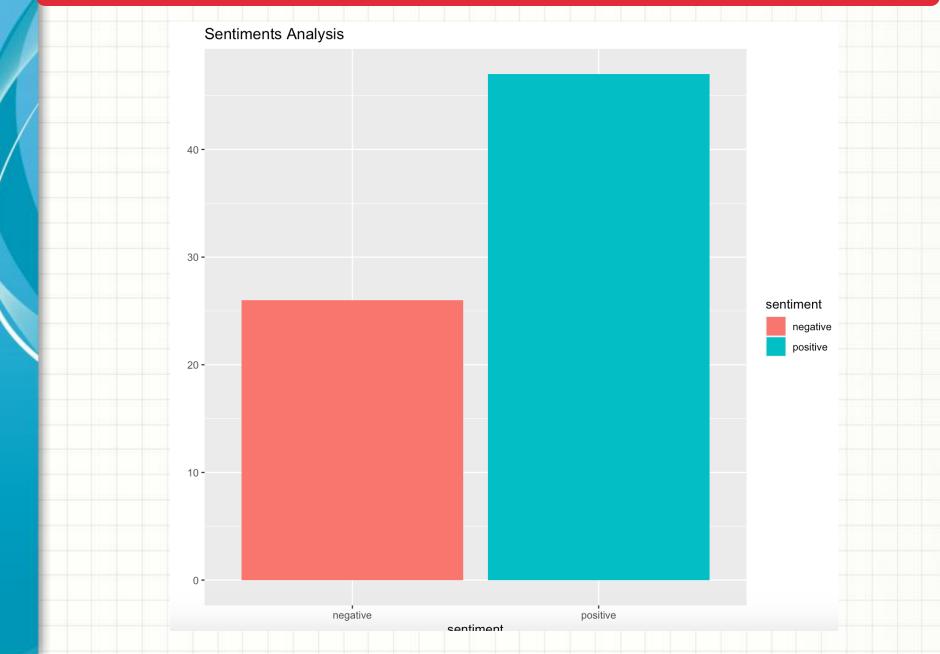
The NRC Emotion Lexicon is a list of English words and their associations with eight basic emotions (anger, fear, anticipation, trust, surprise, sadness, joy, and disgust) and two sentiments (negative and positive). The annotations were manually done by crowdsourcing.

More details can be found at this link: https://saifmohammad.com/WebPages/NRC-Emotion-Lexicon.htm

Classification by Emotion



Classification by Polarity



To give more descriptive analytics to sentiment analysis I have analysed the influence of each sentiment words with related frequent words in the world cloud package

To give more descriptive analytics to sentiment analysis I have analysed the influence of each sentiment words with related frequent words in the world cloud package as shown below



Let us analyse for example "Fear" emotion

The influence of words classified as "fear" NRC Word-Emotion Association Lexicon are analyzed in the wordcloud() function, as show below, inside the wordcloud figure shows the words "flood" and "prevent" come up on top; and second "Persecution" and "suffering" and the remaining words are less feared. The people are more feared of flood than persecution and pandemic



Text Mining: Facebook Data Analysis



Case Study #2: COVID-19 in Philippines

Exploring Public Response to COVID-19 on Philippines Facebook with LDA Topic Modelling and Sentiment Analysis

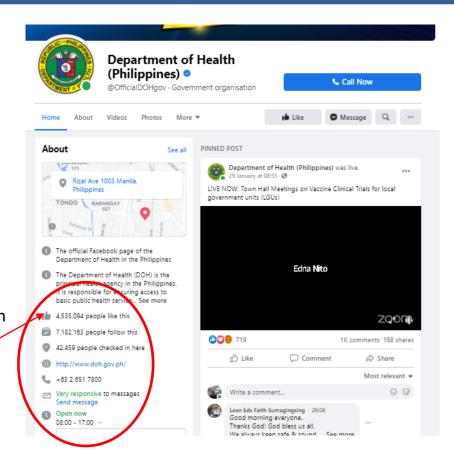
1. Data Collection for Department of Health (Philippines) Facebook page two consecutive years 2019 and 2020

Data Collection

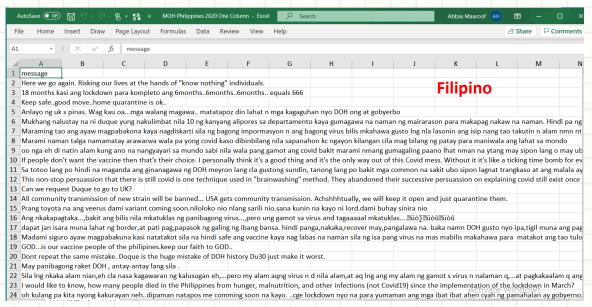
Facebook Page	No. of Like	No. of Followers	Period	No of Posts and comment s extraxted
Department of Health	4,440,370	7,084,707	(1/1/2019)- (31/12/201 9)	62280
(Philippines)			1/1/2020)- (31/12/202 0)	69802

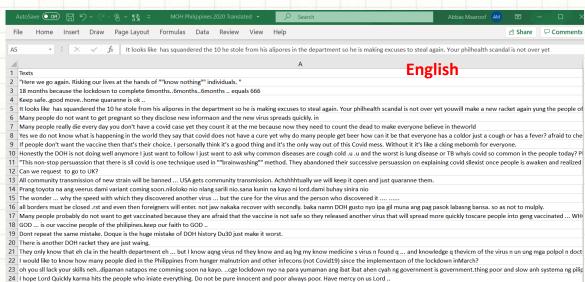
To understand the public perceptions related to COVID- 19 on Department of Health (Philippines) Facebook page, this research collects data from Facebook posts and related comments by using **Facepager**. It then analyses the data with text mining techniques, including Latent Dirichlet Allocation (LDA) topic modelling and sentiment analysis.

This is the most liked and followed Facebook page-The Department of Health. Total posts and comments collected for this evaluation: 425611



Google Translate Example from Filipino to English





2. Word Frequency and Cloud

2020

Period: (1/1/2020)-(31/12/2020)

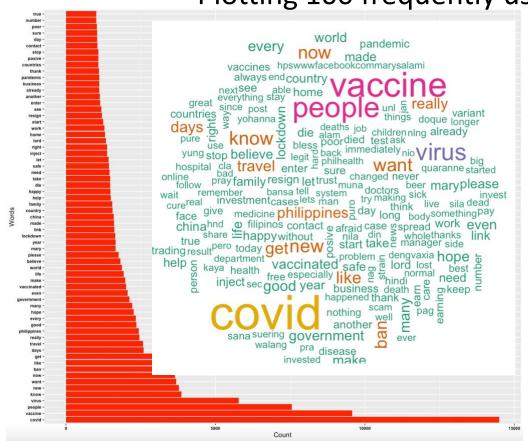
Plotting 100 frequently used words

Inspect 100 words frequently used

head(freq,	100)									
covid	vaccine	people	virus	know	new	want	now	ban	like	get
14494	9578	7560	5780	3856	3784	3692	3646	3164	3050	3020
days	travel	really	philippines	good	every	hope	many	government	even	vaccinated
2600	2574	2460	2442	2354	2340	2270	2220	2120	2060	2010
make	life	world	believe	please	mary	year	lockdown	link	made	china
1980	1930	1870	1822	1760	1660	1656	1650	1624	1610	1600
country	family	help	happy	die	take	need	safe	let	inject	right
1554	1550	1502	1490	1480	1480	1460	1442	1430	1380	1376
lord	home	work	start	resign	see	enter	another	already	business	pandemic
1340	1310	1290	1250	1210	1190	1150	1130	1110	1110	1110
thank	countries	posive	stop	contact	day	sure	poor	number	true	long
1100	1080	1080	1080	1050	1040	1040	1030	1010	1010	1000
trading	face	earn	without	care	person	died	investment	vaccines	disease	earning
1000	990	980	980	964	960	958	950	950	930	930
keep	test	variant	never	today	case	give	think	cases	trust	always
910	910	892	880	874	870	870	870	862	860	850
spread	health	afraid	filipinos	free	pay	bless	hindi	nothing	way	sana
850	842	840	810	792	790	780	780	780	780	770
strain										
760										

Data processing

Plotting 100 frequently used words



This word cloud shows the frequency of these specific words appearing in the Facebook text data mined. The largest fonts (shown in yellow and purple) are the most frequently used words. The second largest fonts (shown in red and green) indicate the second most frequently used words. The next few slides outline how the reader should interpret this specific word cloud.

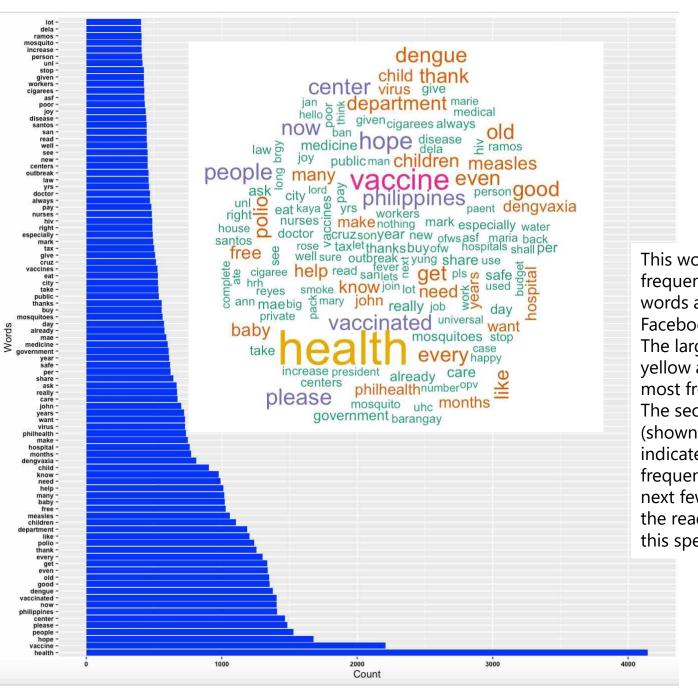
3. Word Frequency and Cloud

2019

Period: (1/1/2019)-(31/12/2019)

Inspect 100 words frequently used

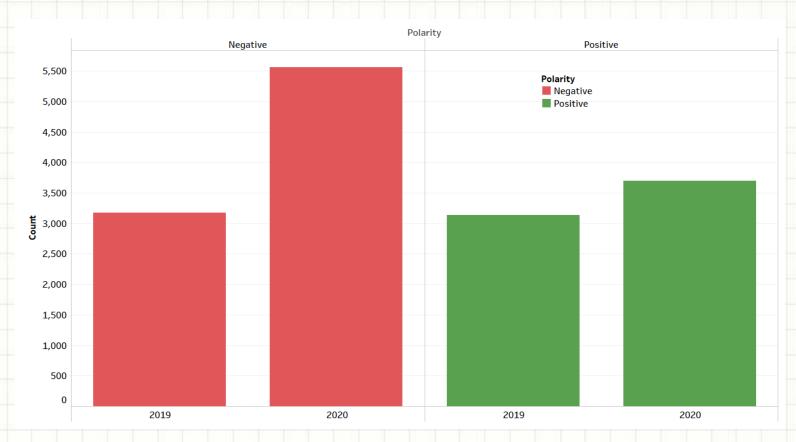
head(freq,	100)							
health	vaccine	hope	people	please	center	philippines	now	vaccinated
4144	2210	1676	1528	1484	1468	1408	1404	1404
dengue	good	old	even	get	every	thank	polio	like
1376	1354	1350	1340	1334	1302	1258	1238	1204
department	children	measles	free	baby	many	help	need	know
1188	1104	1060	1028	1020	1018	1010	990	976
child	dengvaxia	months	hospital	make	philhealth	virus	want	years
904	812	774	764	748	734	728	728	722
john	care	really	ask	share	per	safe	year	government
700	672	670	668	642	622	618	612	608
medicine	mae	already	day	mosquitoes	buy	thanks	public	take
602	592	578	572	564	556	556	536	532
city	eat	vaccines	cruz	give	tax	mark	especially	right
530	530	526	514	506	500	494	492	488
hiv	nurses	pay	always	doctor	yrs	law	outbreak	centers
486	484	480	470	468	464	458	458	454
new	see	well	read	san	santos	disease	joy	poor
454	452	448	446	446	444	442	438	432
asf	cigarees	workers	given	stop	unl	person	increase	mosquito
430	428	426	424	424	414	410	408	408
ramos	dela	lot	son	work	medical	ann	yung	barangay
408	404	404	400	394	392	386	384	382
uhc 376								



This word cloud shows the frequency of these specific words appearing in the Facebook text data mined. The largest fonts (shown in yellow and purple) are the most frequently used words. The second largest fonts (shown in red and green) indicate the second most frequently used words. The next few slides outline how the reader should interpret this specific word cloud.

4. Sentiment Analysis

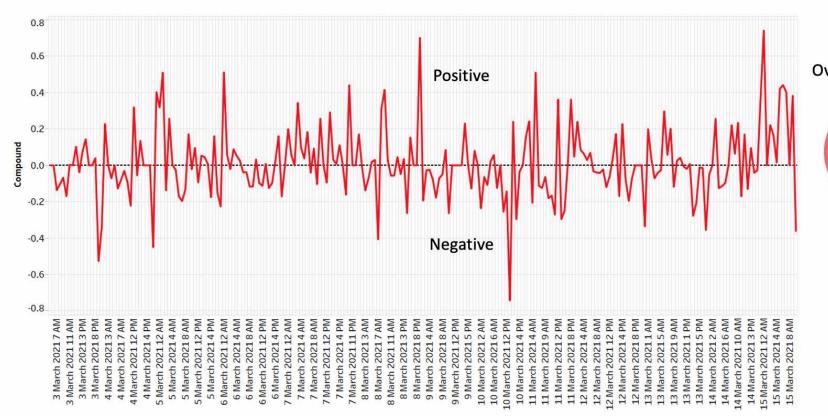
The total sentiment of the **Department of Health (Philippines) Facebook page**



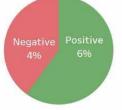
Real Time Monitoring

The compound by score

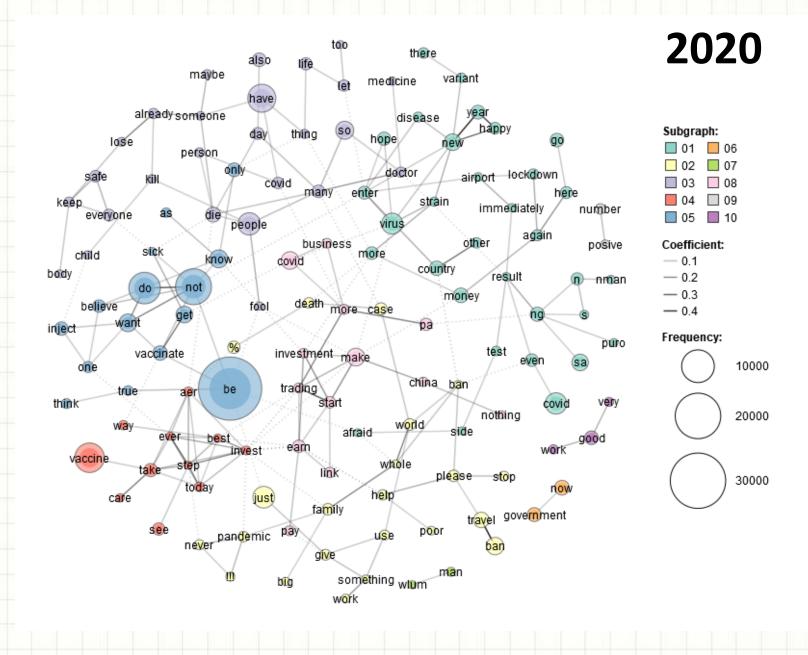
Compound represents the total sentiment of a comment on Vaccine, where -1 is the most negative and 1 the most positive at a real time



Overall Sentiment



3. Co-Occurrence Network of Words



PART#1: DATA VISUALIZATION AND USING BIG DATA FOR SDGs

What is Data visualization?

Data visualization is the act of taking information (data) and placing it into a visual context, such as a map or graph.

Data visualizations make big and small data easier for the human brain to understand, and visualization also makes it easier to detect patterns, trends, and outliers in groups of data.

Good data visualizations should place meaning into complicated datasets so that their message is clear and concise.

Why data visualization is important?

- 1. Interactive images speak louder than words.
- 2. Data visualization is especially important when it comes to big data
- 3. The results from complex algorithms are much easier to understand in a visual format
- 4. Data visualization can be use in any field such as in finance, marketing, tech, design, or anything else, you need to visualize data
- 5. Visualized data gives stakeholders, business owners, and decision-makers a better prediction

Google, Facebook, Amazon, Apple, Twitter and Netflix all ask better questions of their data —and make better business decisions —by using data visualization.



Tools used to Build Data Visualization

Best tools for Big Data visualization can be outlined as follows:

- 1.Tableau
- 2.Infogram
- 3.ChartBlocks
- 4.Datawrapper
- 5.Plotly
- 6.RAW
- 7.Visual.ly
- 8.D3.js
- 9.Ember Charts
- **10.Google Charts**
- 11. Highcharts
- 12.Polymaps
- 13. Modest Maps

https://bigdata-madesimple.com/review-of-20-best-big-data-visualization-tools/

	Learning Curve	Code Sets	Special Features	Premium Level Available?	Tutorial Availability	Import Formats
Charted	Low	No coding required	Simplicity in chart creation	No	None	CSV/TSV/Google and Dropbox
Datawrapper	Low	No coding required	Allows for brand style matching	Yes	None	CSV/Excel/Google Sheets
eaflet.	Moderate	JavaScript	Mobile- friendly mapping	No	Adequate	N/A
RawGraphs	Low to Moderate	No	Extensive Non- Conventional Charting Types	No	Adequate	CSV/TSV/Any Copy/Paste & APIs
Chartist.JS	Moderate	JavaScript CSS/SASS	Uses SVG and quick animation	No	Limited	N/A
03.JS	Moderate to High	JavaScript	Extensive flexibility in developing visualizations	No	Extensive	N/A
Plotly	Moderate	JavaScript Python R	Provides for collaborative development	Yes	Limited Master classes available (\$)	Can pull from SQL (Client available)
Polymaps	Moderate to High	JavaScript	Provides for dynamic map development	No	Adequate	N/A
OpenHeatMap	Low	No coding required	Simplicity in map creation	No	Limited	CSV/Excel/Google
DyGraphs	Moderate to High	JavaScript/CSS	Allows for handling of large data sets	No	Limited	Primarily CSV and URL Assignment
Candela	Moderate to High	JavaScript Python	Provides complete	No	Adequate	N/A

11 Best Open-Source Data Visualization **Tools**

https://www.kolabtree.com/blog /11-best-open-source-datavisualization-tools/

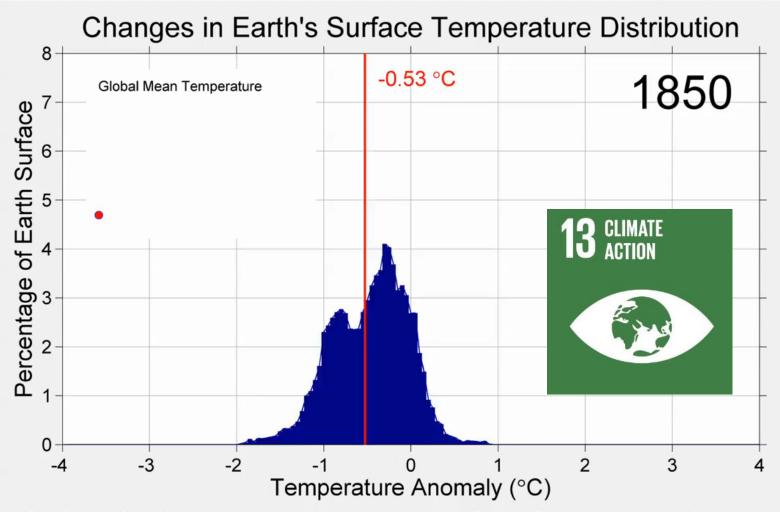
Free Tools!



Global warming is a lie? One thing I can tell you: Data never lies. Here's a cool visualization showing how the distribution over Earth's surface of annual average temperature anomalies has been shifting due to global warming since 1850. TLDR? Earth is heating up! hashtag#datahashtag#visualizationhashtag#globalwarming

Source:

https://lnkd.in/efswdQp



Data Source: 12-month surface temperature anomaly distributions from Berkeley Earth, relative to 1951-1980 average

Case Study#1: Iraq SDGs Visualized dashboards

https://public.tableau.com/profile/abbas1073#!/

Part#1: Iraq SDGs Data Mapping and Gap Analysis Assessment

Objective of Iraq SDGs Data Mapping and Gap Analysis Assessment

What is the objective of Iraq SDGs Data Mapping and Gap Analysis Assessment?

The <u>objective</u> of this assignment to collect information necessary to map the data that is available for the Sustainable Development Goals (SDGs) Indicators in two tiers Categorization

The information collected will <u>assist</u> in the identification of potential data gaps or <u>areas requiring further development to inform the elaboration of an action plan for improving data quality to monitor SDGs-2030 agenda at national level.</u>

SDGs Indicators Category (Level)

The IAEG has categorized the SDG indicators into two "Tiers":

Tier (1): Ready-Feasible with more effort

Tier (2): Not Ready-Feasible with Strong Effort

As of the 51st Session (New York 3 - 6 March 2020) of the United Nations Statistical Commission, the global indicator framework does not contain any Tier III indicators)

SDGs Five Thematic Areas



Reference: Rajasthan SDG Index , February 22, 2020 Link

Iraq SDGs Data Matrix For the Online Platform

Data Gap in SDGs Data Matrix

Coun	y Level	Thematical Areas	Goal No.	Goal	Target No.	G Target	Indicator No.	Indicator	Year- 2020	Year- 2019	Year- 2018	Year- 2017	Year- 2016	Year- 2015	Year- 2014	Year- 2013	Year- 2012	Year- 2011	Data Source	Unit of measurement	Index measurement methodology	Level of detail	Index calculation patrol	Potential specialized agencies	Partner agencies
Ira	Tier 2	People	Goal 1	Goal 1: No Poverty	Target 1.1.	Target 1.1. By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day	Indicator 1.1.1	Indicator 1.1.1. The proportion of the population living below the international poverty line is classified by gender, age, employment status and geographical location (urban/rural)																Wo d Bank	ILO
Ira	Tier 1	People	Goal 1	Goal 1: No Poverty	Target 1.2.	Target 1.2. By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions	Indicator 1.2.1	Indicator 1.2.1.The proportion of the population living below the national poverty line is classified by sex and age	31,7		20,05				22,5		22,50		Poverty monitoring and assessment survey in Iraq	%	Number of poor / population	Iraq	As needed	World Bank	UNICEF
Ira	Tier 2	People	Goal 1	Goal 1: No Poverty	Target 1.2.	Target 1.2. By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions	Indicator 1.2.2	Indicator 1.2.2. The proportion of men, women and children of all ages living in poverty in all its dimensions in accordance with national definitions																N itional Gov	UNICEF World Bank UNDP"
Ira	Tier 1	People	Goal 1	Goal 1: No Poverty	Target 1.3.	Target 1.3. Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable	Indicator 1.3.1	of population covered by social protection floors/systems, by sex, distinguishing children, unemployed persons, older persons, persons with disabilities, pregnant women, newborns, work-		Male	(703102) Male (438,281) females (1141383) Total	Male	(492202) Male (413,57 1) females (905773) Total		1				Ministry of Labour and Social Affairs	Number	Number of beneficiaries covered Social protection network	Iraq / Province / Sex	Annual	ILO	World Bank
Ira:	Tier 2	People	Goal 1	Goal 1: No Poverty	Target 1.4.	Target 1.4. By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal right sector to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance	Indicator 1.4.1	Indicator 1.4.1. The proportion of the population living in households has access to basic services																U √Habitat	UNICEF, WHO
Ira	Tier 2	People	Goal 1	Goal 1: No Poverty	Target 1.4.	Target 1.4. By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as accord to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance	Indicator 1.4.2	Indicator 1.4.2. Proportion of total adult population with secure tenure rights to land, with legally recognized documentation, and who perceive their rights to land as secure, by sex and by type of tenure																V orld Bank U N-Habitat"	FAO UNSD UN Women UNEP IFAD

Data Methodology Mapping Results of All SDGs Indicators Relevant for Iraq

IAEG- Category	National Methodology	Data	Number	Percentage
Tier (1)-Ready- Feasible with more effort	Methodology exists	1.Data only available at national level, not at subnational level (e.g. district, city or village level) 2. Indicators require data that need to be improved, adjusted or modified based on existing national data.	94	38%
Tier (2)-Not Ready-Feasible with strong effort	Methodology does not exist	Data is not available The indicators require data collected using a new methodology or approach	153	62%
			247	100%

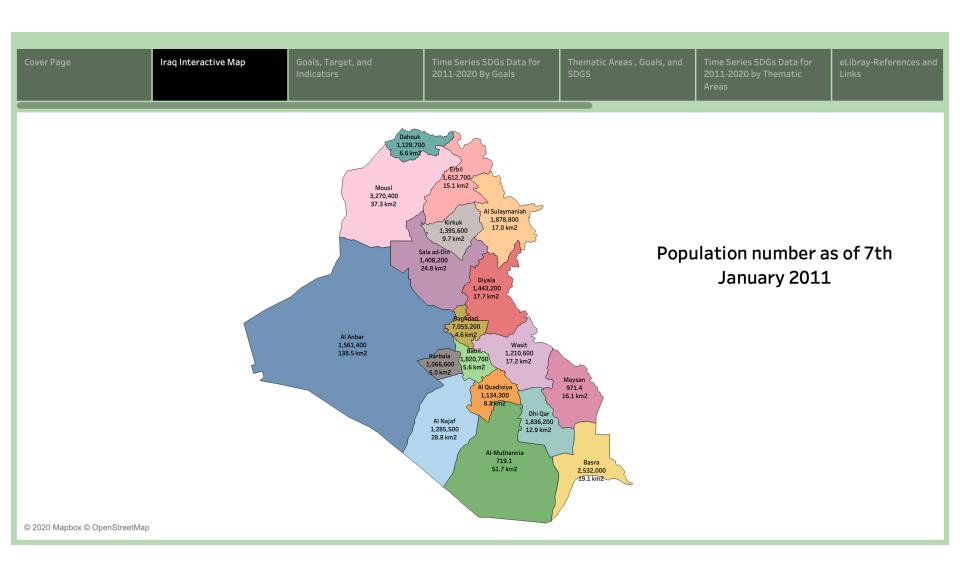
Tier (1)-Ready-Feasible with more effort

Goal 1: No Poverty	Indicator 1.2.1. The proportion of the population living below the national poverty line is classified by sex and age
Global Methodology	$P_0 = \frac{1}{N} + \sum_{i=1}^{N} I(y_i < z) = \frac{N_p}{N}$
Global Indicator Variables	 Np is the total, urban or rural number of poor. N is the total, urban or rural population.
Global Methodology Data Disaggregation	1. Rural area 2. Urban area
Nationally Adapted Methodology	Number of poor / population
Nationally Adapted Variables	Number of poor
Level and frequency of collection	National; as needed
Values per year	(22.50%), 2012 (22.50)%, 2014 (20.5%), 2018 (31.7%), 2020
Missing Variables (Data gaps) against Global	1. Rural area
Methodology	2. Urban area
Data Source	1.Central Statistical Organization 2. Poverty monitoring and assessment survey in Iraq 3. Household surveys 4. Study of the impact of the Corona pandemic on poverty and vulnerability in Iraq
Potential specialized agencies	World Bank
Partner agencies	UNICEF
Proposed Data Collection methods and Advanced Analytical Tools	1. Advanced Mobile Based Data Collection tools support capturing data as text, numbers, dates, GPS, photos, video and audio such as Open Data Kit and Kobo Toolbox. They allow for offline data collection with mobile devices in remote areas with advanced data curation and visualization on the device. 2.R and Python are programming languages and free modern software environment for data Science, statistical computing and data visualization. The R and python languages have become very popular among statisticians and data miners (Big Data analytics) and is widely used for advanced data analysis in statistical methodology, survey creation, data cleaning and data analysis 3.Data Visualization tools to visualize large amounts of complex structure and unstructured data and to identify areas that need attention or improvement such as Tableau, Highcharts, Power BI, etc. 4. Graphical User Interface softwares; these include specialized applications that use menus, widgets, virtual connections, no programming skills required Applying a hybrid of powerful analytical capabilities Text analysis, combined with predictive modelling and data visualization such as RapidMiner, KNIME, and Orange 5. Big Data Analytics and Data Mining tools for large volumes of data using Machine Learning
Links	modelling Global Metadata 1.2.1.

Tier (2)-Not Ready-Feasible with Strong Effort

Goal 9: Industry, Innovation and Infrastructure	Indicator 9.5.1. Research and development expenditure as a proportion of GDP
Global Methodology	Research and development expenditure as a proportion of GDP (R&D _{intensity}) is calculated as: $R\&D_{intensity} = \frac{The\ total\ intramural\ expenditure\ on\ R\&D\ (GERD)}{CDP} \times 100$
	$R\&D_{intensity} = {GDP} \times 100$
Global Indicator Variables	Computation of the indicator Research and development (R&D) expenditure as a proportion of Gross Domestic Product (GDP) is self-explanatory, using readily available GD data as denominator.
Global Methodology Data Disaggregation	R&D expenditure can be disaggregated by sector of performance, source of funds, field of R&D, type of research and type of cost. The Frascati Manual provides more details related to these breakdowns (what these breakdowns/classifications are, the purposes, including user needs, the main criteria that are applied, etc).
Nationally Adapted Methodology	NIL
Nationally Adapted Variables	NIL
Level and frequency of collection	NIL
Values per year	NIL
Missing Variables (Data gaps) against Global Methodology	Total intramural expenditure on R&D GDP
Year data was last collected, frequency of collection	NIL
Proposed Data Source	Central Statistical Organization (CSO) Ministry of Higher Education and Scientific Research
Potential specialized agencies	UNESCO-UIS
Partner agencies	NIL
Proposed Data Collection methods and Advanced Analytical Tools	 Advanced Mobile Based Data Collection tools support capturing data as text, numbers, dates, GPS, photos, video and audio such as Open Data Kit and Kobo Toolbox. They allow for offline data collection with mobile devices in remote areas with advanced data curation and visualization on the device. R and Python are programming languages and free modern software environment for data Science, statistical computing and data visualization. The R and python languages have become very popular among statisticians and data miners (Big Data analytics) and is widely used for advanced data analysis in statistical methodology, survey creation, data cleaning and data analysis. Data Visualization tools to visualize large amounts of complex structure and unstructured data and to identify areas that need attention or improvement such as Tableau, Highcharts, Power BI, etc. Graphical User Interface softwares; these include specialized applications that use menus, widgets, virtual connections, no programming skills required Applying a hybrid of powerful analytical capabilities Text analysis, combined with predictive modelling and dat visualization such as RapidMiner, KNIME, and Orange Big Data Analytics and Data Mining tools for large volumes of data using Machine Learning modelling.
Links	Official SDG Metadata URL https://unstats.un.org/sdgs/metadata/files/Metadata-09-05-01.pdf

Interactive Iraq Map for Each 18 Provinces Page



Goals, Targets, and Indicators Page

Goals, Target, and Indicators







































✓ (AII)

✓ Tier 1-Ready-Feasible With More Effort

✓ Tier 2-Not Ready-Feasible With Strong Effort

Thematic Areas

✓ (AII)

✓ Partnership

✓ Peace

✓ People

✓ Planet

✓ Prosperity

Goal	Target	Indicator	
Goal 1: No Poverty	Target 1.2. By 2030, reduce at least by half the propor	Indicator 1.2.1. The proportion of the population living below the national poverty line is classified by sex a	
	Target 1.1. By 2030, eradicate extreme poverty for all \dots	$Indicator \textbf{1.1.1.} \ The \ proportion \ of \ the \ population \ living \ below \ the \ international \ poverty \ line \ is \ classified \ by \$	
	Target 1.2. By 2030, reduce at least by half the propor	Indicator 1.2.2. The proportion of men, women and children of all ages living in poverty in all its dimensions	
	Target 1.3. Implement nationally appropriate social pr	Indicator 1.3.1. Proportion of population covered by social protection floors/systems, by sex, distinguishin	
	Target 1.4. By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basi	Indicator 1.4.1. The proportion of the population living in households has access to basic services Indicator 1.4.2. Proportion of total adult population with secure tenure rights to land, with legally recogniz	
(**	Target 1.5. By 2030, build the resilience of the poor and	Indicator 1.5.1. Number of deaths, missing persons and injuries transported or evacuated by disaster supp	
	those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental	Indicator 1.5.2. Direct economic losses of disasters to global GDP	
	shocks and disasters	Indicator 1.5.3. Number of countries with national and local disaster risk reduction strategies	
		Indicator 1.5.4. Proportion of local governments that adopt and implement local disaster risk reduction str	
	Target 1.a. Ensure significant mobilization of resources from a variety of sources, including through enhanced	Indicator 1.a. 1. Total official development assistance grants from all donors that focus on poverty reduction.	
	development cooperation, in order to provide adequate	$Indicator \ \textbf{1.a.2. Proportion of total government spending on essential services} \ \big(\textbf{education, health and socia.} \\$	
	and predictable means for developing countries, in particular least developed countries, to implement pro	$Indicator \ \textbf{1.a.3.} \ Sum\ of\ total\ grants\ and\ non-debt-creating\ inflows\ directly\ allocated\ to\ poverty\ reduction\ p$	
	Target 1.b. Create sound policy frameworks at the nati	Indicator 1.b.1. Pro-poor public social spending	
Goal 2: Zero Hunger	Target 2.c. Adopt measures to ensure the proper funct	Indicator 2.c.1. Indicator of food price anomalies	

Iraq SDGs Thematic Areas Page

Iraq SDGs Thematic Data for 2011-2020 Areas Level **Thematic Areas** Indicator Goal 1: No Poverty Target 1.2. By 2030, reduce at least by half the proportion .. Indicator 1.2.1. The proportion of the population.. ✓ (AII) ✓ (AII) ✓ Tier 1-Ready-Feasible With More Effort ✓ Partnership Target 1.1. By 2030, eradicate extreme poverty for all peop.. Indicator 1.1.1. The proportion of the populatio.. ✓ Tier 2-Not Ready-Feasible With Strong Effo... Peace Target 1.2. By 2030, reduce at least by half the proportion .. Indicator 1.2.2. The proportion of men, women a.. People Target 1.3. Implement nationally appropriate social protec.. Indicator 1.3.1. Proportion of population covere.. Planet Target 1.4. By 2030, ensure that all men and women, in Indicator 1.4.1. The proportion of the populatio.. ✓ Prosperity particular the poor and the vulnerable, have equal rights to Indicator 1.4.2. Proportion of total adult popula.. economic resources, as well as access to basic services, ow.. Target 1.5. By 2030, build the resilience of the poor and Indicator 1.5.1. Number of deaths, missing perso.. those in vulnerable situations and reduce their exposure Indicator 1.5.2. Direct economic losses of disast.. and vulnerability to climate-related extreme events and other economic, social and environmental shocks and Indicator 1.5.3. Number of countries with nation.. Indicator 1.5.4. Proportion of local governments.. Target 1.a. Ensure significant mobilization of resources Indicator 1.a.1. Total official development assist.. Partnership People from a variety of sources, including through enhanced Goal 1: No Poverty development cooperation, in order to provide adequate and Indicator 1.a.2 Proportion of total government .. Goal 17: Partnerships For The Goals People predictable means for developing countries, in particular Indicator 1.a.3. Sum of total grants and non-deb... Goal 16: Peace, Justice and Strong Institutions Goal 2: Zero Hunger least developed countries, to implement programmes and .. Target 1.b. Create sound policy frameworks at the national. Indicator 1.b.1. Pro-poor public social spending Planet People Goal 15: Life on Land Goal 3: Good Health and Well-Being Goal 2: Zero Hunger Target 2.c. Adopt measures to ensure the proper functioni.. Indicator 2.c.1. Indicator of food price anomalies Target 2.1. By 2030, end hunger and ensure access by all Indicator 2.1.1 Prevalence of undernutrition people, in particular the poor and people in vulnerable Planet Indicator 2.1.2. Prevalence of moderate or sever... situations, including infants, to safe, nutritious and suffici... Goal 14: Life Below Water Goal 4: Quality Education Target 2.2. By 2030, end all forms of malnutrition, including Indicator 2.2.1. Prevalence of stunting (height f... achieving, by 2025, the internationally agreed targets on SDGs Thematic Areas stunting and wasting in children under 5 years of age, and Indicator 2.2.2. Prevalence of malnutrition (wei... address the nutritional needs of adolescent girls, pregnant Indicator 2.2.3. 2.2.3 Prevalence of anaemia in .. and lactating women and older persons

Indicator 2.3.2. Average income of small-scale fo..

Indicator 2.a.1. The agriculture orientation inde..

Indicator 2.a.2. Total official flows (official deve...

Planet

Goal 13: Climate Action

Planet

Goal 12: Responsible Consumption and Production

Goal 10: Reduce inequality within and afforte countries
Goal 9: Industry, Innovation and Infrastructure

Planet

Goal 11: Sustainable Cities and Communities

People

People

Goal 5: Gender Equality

People

Goal 6: Clean Water and Sanitation

Prosperity

Goal 7: Affordable and Clean Energy

Prosperity

Goal 8: Decent Work and Economic Growth

Goal

Target 2.3. By 2030, double the agricultural productivity a..

cultivated plants and farmed and domesticated animals and

enhanced international cooperation, in rural infrastructure, agricultural research and extension services, technology d..

Target 2.a. Increase investment, including through

Target 2.3. Target 2.3. By 2030, double the agricultural pro.. Indicator 2.3.1. Indicator 2.3.1. Volume of produ.. Target 2.4. By 2030, ensure sustainable food production sy.. Indicator 2.4.1. Proportion of agricultural area u...

Target 2.5. By 2020, maintain the genetic diversity of seeds, Indicator 2.5.1. Number of plant and animal gen..

their related wild species, including through soundly mana. Indicator 2.5.2. Proportion of local breeds classi...

Target 2.b. Correct and prevent trade restrictions and dist. Indicator 2.b.1. Agricultural export subsidies

Time Series SDGs Data for 2011-2020 By Goals Page

Cover Page

rag Interactive Map

Goals, Target, and

Time Series SDGs Data for 2011-2020 By Goals

Thematic Areas , Goals, and

Time Series SDGs Data for 2011-2020 by Thematic Areas



































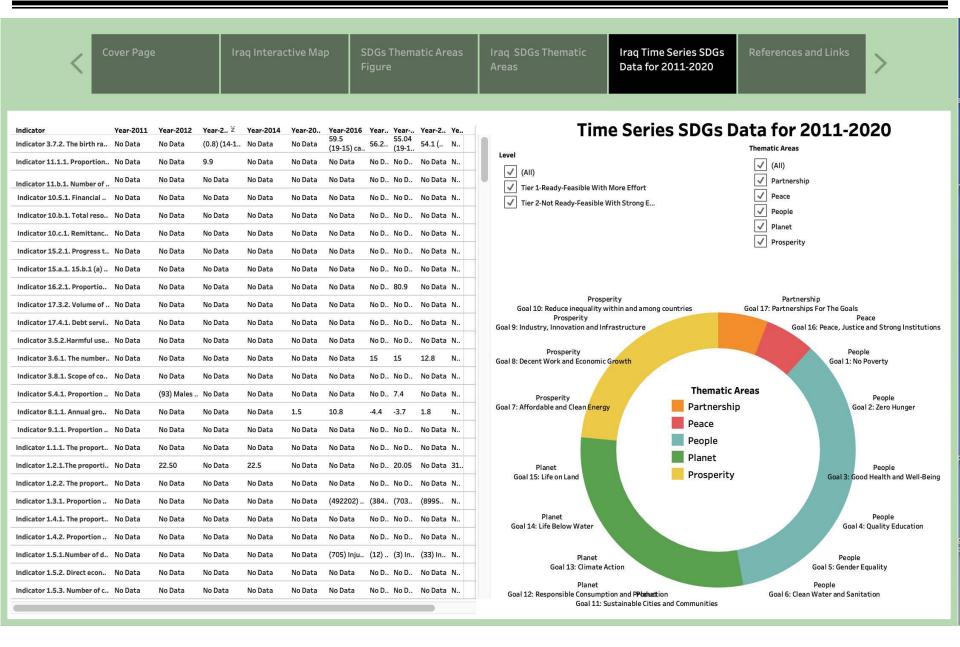
✓ (AII)

✓ Tier 1-Ready-Feasible With More Effort

✓ Tier 2-Not Ready-Feasible With Strong Effort

Indicator	Year-2011	Year-2012	Year-2013	Ż	Year-2014	Year-2015	Year-2016	Year-2017	Year-2018	Year-2019	Year-20	
Indicator 3.7.2. The birth rate among adolescent girls (ages 10-14 and 15-19) pe	No Data	No Data	(0.8) (14-10) for category (59.0) (19-1	5)	No Data	No Data	59.5 (19-15) category	56.2 (19-15) category	55.04 (19-15) category	54.1 (19-15) category	No Data	
Indicator 11.1.1. Proportion of urban population living in slums, informal settle	No Data	No Data	9.9		No Data	No Data	No Data	No Data	No Data	No Data	No Data	
Indicator 11.b.1. Number of countries that	No Data	No Data	No Data		No Data	No Data	No Data	No Data	No Data	No Data	No Data	
Indicator 10.5.1. Financial Soundness	No Data	No Data	No Data		No Data	No Data	No Data	No Data	No Data	No Data	No Data	
Indicator 10.b.1. Total resource flows for development, by recipient and donor count	No Data	No Data	No Data		No Data	No Data	No Data	No Data	No Data	No Data	No Data	
Indicator 10.c.1. Remittance costs as a proportion of the amount remitted	No Data	No Data	No Data		No Data	No Data	No Data	No Data	No Data	No Data	No Data	
Indicator 15.2.1. Progress towards sustainable forest management	No Data	No Data	No Data		No Data	No Data	No Data	No Data	No Data	No Data	No Data	
Indicator 15.a.1. 15.b.1 (a) Official levelopment assistance on conservation a	No Data	No Data	No Data		No Data	No Data	No Data	No Data	No Data	No Data	No Data	
ndicator 16.2.1. Proportion of children	No Data	No Data	No Data		No Data	No Data	No Data	No Data	80.9	No Data	No Data	
Indicator 17.3.2. Volume of remittances (in Jnited States dollars) as a proportion of to	No Data	No Data	No Data		No Data	No Data	No Data	No Data	No Data	No Data	No Data	
ndicator 17.4.1. Debt service as a proportion of exports of goods and services	No Data	No Data	No Data		No Data	No Data	No Data	No Data	No Data	No Data	No Data	
Indicator 3.5.2.Harmful use of alcohol, determined in accordance with national co	No Data	No Data	No Data		No Data	No Data	No Data	No Data	No Data	No Data	No Data	
ndicator 3.6.1. The number of deaths esulting from fatal injuries due to road tra	No Data	No Data	No Data		No Data	No Data	No Data	15	15	12.8	No Data	Ó
Indicator 3.8.1. Scope of coverage of	No Data	No Data	No Data		No Data	No Data	No Data	No Data	No Data	No Data	No Data	

Iraq Time Series SDGs Data for 2011-2020 Page



Using Big Data For SDGs



North Korea vs. South Korea



Satellite image and machine learning example Combining satellite imagery and machine learning to predict poverty.

The elimination of poverty worldwide is the first of 17 UN Sustainable Development Goals for the year 2030. To track progress towards this goal, we require more frequent and more reliable data on the distribution of poverty than traditional data collection methods can provide. Sustainability and artificial intelligence lab at Stanford University proposed an approach that combines machine learning with high-resolution satellite imagery to provide new data on socioeconomic indicators of poverty and wealth. More detailed explanation of how it all works can be found at their science article paper [1].

The lack of reliable data in developing countries is a major obstacle to sustainable development, food security, and disaster relief. Poverty data, for example, is typically scarce, sparse in coverage, and labor-intensive to obtain. Remote sensing data such as high-resolution satellite imagery, on the other hand, is becoming increasingly available and inexpensive. Unfortunately, such data is highly unstructured and currently no techniques exist to automatically extract useful insights to inform policy decisions and help direct humanitarian efforts [2].

They have demonstrated an accurate, inexpensive, and scalable method for estimating consumption expenditure and asset wealth from high-resolution satellite imagery. Using survey and satellite data from five African countries--Nigeria, Tanzania, Uganda, Malawi, and Rwanda--we show how a convolutional neural network can be trained to identify image features that can explain up to 75% of the variation in local-level economic outcomes. Their method, which requires only publicly available data, could transform efforts to track and target poverty in developing countries. It also demonstrates how powerful machine learning techniques can be applied in a setting with limited training data, suggesting broad potential application across many scientific domains [1].

Reference:

[1] Jean N, Burke M, Xie M, Davis WM, Lobell DB, Ermon S, "Combining satellite imagery and machine learning to predict poverty", Science, 2016

[2] Michael Xie and Neal Jean and Marshall Burke and David Lobell and Stefano Ermon, "Transfer Learning from Deep Features for Remote Sensing and Poverty Mapping" secarXiv: 1510.00098v2 [cs.CV] 27 Feb 2016.



Example of Social media example: Twitter Use of Social media Technology for Perception Assessment [9].

This example shows that online social media conversations might represent a new source of information to monitor food security or other SDGs goals.

Pulse Lab Jakarta analyzed Twitter conversations discussing food price increases between March 2011 and April 2013. This research also explores the relations between such conversations, food price inflation and external events.

Since 2010, Indonesia has witnessed substantial increases in food prices: the price of rice increased 51% between December 2009 and February 2012. Taxonomies, that is groups of words and phrases with related meanings, were developed in the Bahasa Indonesia language to identify relevant content. A classification algorithm was trained to categorize the extracted tweets as positive, negative, confused, or neutral to analyze their sentiment. Using simple time-series analysis, the researchers quantified the correlation between the volume of food-related Twitter conversations and official food inflation statistics. A relationship was found between retrospective official food inflation statistics and the number of tweets speaking about food price increases. Moreover, upon analyzing fuel price tweets, it was found that perceptions of food and fuel prices were related.

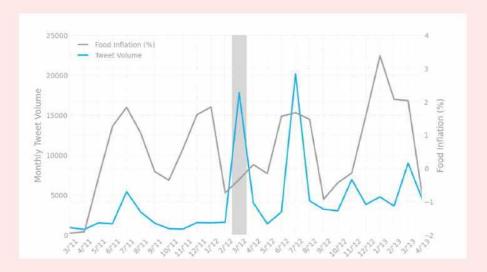


Figure (2). Plot of Monthly Food Price-Related Tweet Volume with Official Food Price Inflation Statistics. The grey highlighted area marks the month of March 2012 during which proposals on fuel subsidies cuts were under consideration by the Government of Indonesia.

Reference: UN Global Pulse, "Mining Indonesian Tweets to Understand Food Price Crises", (2014).



- **4.1.** By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.
- 4.1.1. The literacy rate of men and women age group 15-24

Case study:

Can mobile usage predict illiteracy in a developing country?[1]

Abstract: The lack of a standard definition of literacy is a big problem. Two common methods for determining literacy are self-assessment and testing. With self-assessment, the person is asked to rate his or her own literacy. With testing, of course, an actual test is administered and evaluated.

The present study provides the first evidence that illiteracy can be reliably predicted from standard mobile phone logs. By deriving a broad set of mobile phone indicators reflecting users' financial, social and mobility patterns we show how supervised machine learning can be used to predict individual illiteracy in an Asian developing country, externally validated against a large-scale survey. On average the model performs 10 times better than random guessing with a 70% accuracy. Further we show how individual illiteracy can be aggregated and mapped geographically at cell tower resolution. Geographical mapping of illiteracy is crucial to know where the illiterate people are, and where to put in resources. In underdeveloped countries such mappings are often based on out-dated household surveys with low spatial and temporal resolution. One in five people worldwide struggle with illiteracy, and it is estimated that illiteracy costs the global economy more than \$1 trillion dollars each year [2]. These results potentially enable cost effective, questionnaire-free investigation of illiteracy-related questions on an unprecedented scale.

[1] Pål Sundsøy, Telenor Group Research, Big Data Analytics Snarøyveien 30,1331 Fornebu, Norway. [2] World Literacy Foundation: The Economic & Social Cost of Illiteracy. (Accessed 2015) Available at: http://worldliteracyfoundation.org/wp-content/uploads/2015/05/The-EconomicSocial-Cost-of-Illiteracy.pdf



Target: 3.6. By 2030 halve the number of global deaths and injuries from road traffic accidents and, in the interim, by 2020, stabilize and then reduce global deaths and injuries from road traffic accidents.

Indicator: 3.6.1. Number of victims died from traffic per 100,000 population.

Case study:

Big Data Analytics and Visualization with Spatio-Temporal Correlations for Traffic Accidents

Abstract: Big data analytics for traffic accidents is a hot topic and has significant values for a smart and safe traffic in the city. Based on the massive traffic accident data from October 2014 to March 2015 in Xiamen, China, they propose a novel accident occurrences analytics method in both spatial and temporal dimensions to predict when and where an accident with a specific crash type will occur consequentially by whom. Firstly, they analyze and visualize accident occurrences in both temporal and spatial view. Second, they illustrate spatiotemporal visualization results through two case studies in multiple road segments, and the impact of weather on crash types. These findings of accident occurrences analysis and visualization would not only help traffic police department implement instant personnel assignments among simultaneous accidents, but also inform individual drivers about accident-prone sections and the time span which requires their most attention.

Reference: Xiaoliang Fan, Cheng Wang, Jonathan Li, Ming Cheng, Huaqiang Huang, Xiao LiuProceedings, Part II, of the 15th International Conference on Algorithms and Architectures for Parallel Processing - Volume 9529 Pages 255-268 (2015), Springer-Verlag New York, Inc. New York, NY, USA ©2015



Target: 7.3. Double the global rate of improvement in energy efficiency by 2030.

Indicator: 7.3.1. Energy intensity measured in terms of primary energy and GDP.

Case study:

Applying Big Data analytics for energy efficiency.

Abstract: Global energy requirements are continuously increasing. Conventional methods of producing more energy to meet this growth pose a great threat to the environment. CO2 emissions and other bi-products of energy production and distribution processes have dire consequences for the environment. Efficient use of energy is one of the main tools to restrain energy consumption growth without compromising on the customers requirements. Improving energy efficiency requires understanding of the usage patterns and practices. Smart energy grids, pervasive computing, and communication technologies have enabled the stakeholders in the energy industry to collect large amounts of useful and highly granular energy usage data. This data is generated in large volumes and in a variety of different formats depending on its purpose and systems used to collect it. The volume and diversity of data also increase with time. All these data characteristics refer to the application of Big Data.

This work focuses on harnessing the power of Big Data tools and techniques such as MapReduce and Apache Hadoop ecosystem tools to collect, process and analyse energy data and generate insights that can be used to improve energy efficiency. Furthermore, it also includes studying energy efficiency to formulate the use cases, studying Big Data technologies to present a conceptual model for an end-to-end Big Data analytics platform, implementation of a part of the conceptual model with the capacity to handle energy efficiency use cases and performing data analysis to generate useful insights. The analysis was performed on two data sets. The first data set contained hourly consumption of electricity consumed by a set of different buildings. The data was analysed to discover the seasonal and daily usage trends. The analysis also includes the classification of buildings on the basis of energy efficiency while observing the seasonal impacts on this classification. The analysis was used to build a model for segregating the energy inefficient buildings from energy efficient buildings. The second data set contained device level electricity consumption of various home appliances used in an apartment. This data was used to evaluate different prediction models to forecast future consumption on the basis of previous usage. The main purpose of this research is to provide the basis for enabling data driven decision making in organizations working to improve energy efficiency.

Reference: Hussnain Ahmed, "Applying Big Data analytics for energy efficiency", Master's thesis, Aalto University (2014)

Use of satellite images for computing the SDG 11 indicators

Using satellite images, it is possible to obtain historical and updated data on land cover to analyze the expansion of urban agglomerations.



Indicator 11.1.1

Proportion of urban population living in slums, informal settlements or inadequate housing.

Indicator 11.2.1

Proportion of population that has convenient access to public transport, by sex, age and persons with disabilities.

Indicator 11.3.1

Ratio of land consumption rate to population growth rate.

Indicator 11.7.1

Average share of the builtup area of cities that is open space for public use for all, by sex, age and persons with disabilities.



Use: satellite imagery classification to determine informal settlements.



Use: classification of satellite images to determine the urban area of cities.



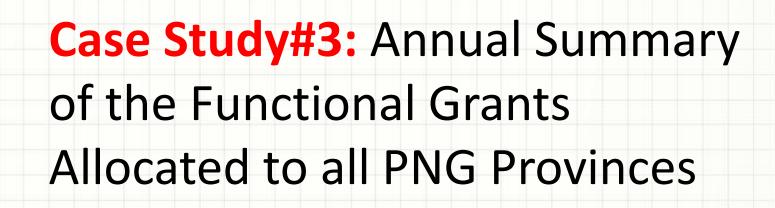
Use: classification of satellite images to determine land consumption of cities.

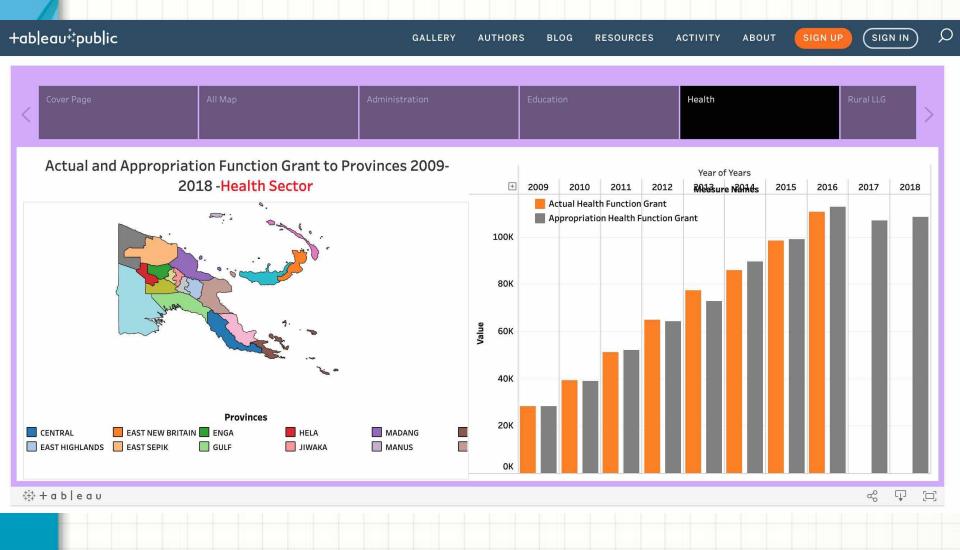


Use: land cover classification using a huge remote sensing imagery collection (petabytes) to identify the urban area selected cities and their green places.









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