Project Aims and Motivation

- Main motivation of the project was to analyze accessible city data and provide a platform for making data-driven decisions; other aims include the collection of data from selected areas of the city life and make them easily interpretable and accessible to the public.
- Two main research areas:
  - Map of services accessibility - Life Quality Map
  - Analysis of events and social life in Tartu - Social Map
- Project was made as part of Seminar on Business Intelligence course (Siim Karus)

Life Quality Map

- Map which evaluates buildings in Tartu in terms of distance to the specific features.
  - e.g. supermarkets, ATMs, waste containers, playgrounds – 15 features in total
  - Data is presented in the map where color shows the fitness of a specific building.
  - For every feature, weight can be set. This allows to modify the result based on user preferences.
  - Data have been obtained from OpenStreetMap and from the official city website.

![Map of the buildings with evaluation](image)

![Figure: Map of the buildings with evaluation](image)

![Figure: Box plot showing fitness distribution](image)

Visualisation of Events - Social Map

- Analysis providing an insight into events happening in Tartu.
  - Using Facebook Graph API to obtain data.
  - Providing view into the data from different perspectives. (Wordclouds, Histograms, Bubble Chart)
  - Events and corresponding attendance is updated daily.

![Distribution of attendance](image)

![Figure: Distribution of attendance](image)

![Events attendance per week day](image)

![Figure: Events attendance per week day](image)

![Attendance heatmap](image)

![Figure: Attendance heatmap](image)