Creating a Data Science Centric Organization – Challenges and Opportunities

Canadian Data Science Workshop, April 30th - May 1st 2018

Sallie Keller Professor of Statistics and Director





Biocomplexity Institute of Virginia Tech

- The study of life and environment as a complex system
- Understanding biology in the context of ecosystems and human-created systems
- Transdisciplinary team science
 "From molecules to policy"



Problem-Driven Science

Our information biology approach is putting research to work in the real world, breaking down barriers between science and policy.

Our Evolution

BIOCOMPLEXITY INSTITUTE 2

"Resetting Bioinformatics"



2000

"From Molecules to Policy"



Social and Decision Analytics Lab

The Social and Decision Analytics Laboratory brings together statisticians and social and behavioral scientists to embrace today's data revolution, developing evidence-based research and quantitative methods to inform policy decision-making.





S. Keller, Koonin, S. E., & Shipp, S. (2012). Big data and city living-what can it do for us?. *Significance*, 9(4), 4-7.

Social and Decision Analytics Lab

The Social and Decision Analytics Laboratory brings together statisticians and social and behavioral scientists to embrace today's data revolution, developing evidence-based research and quantitative methods to inform policy decision-making.





Why Now?

ALL data revolution – new lens for social observing

Infrastructure



- Condition
- Operations
- Resilience
- Sustainability

Environment



- Climate
- Pollution
- Noise
- Flora/ Fauna

People



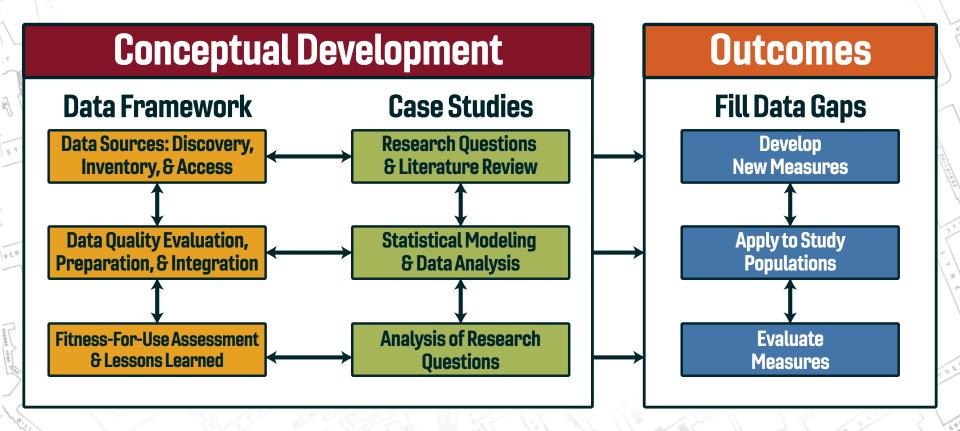
- Relationships
- Location
- Economic Condition
- Communication
- Health

S. Keller, and S. Shipp. (Forthcoming) "Building Resilient Cities: Harnessing the Power of Urban Analytics" in *The Resilience Challenge: Looking at Resilience through Multiple Lens*, Charles C Thomas Ltd Publishers



Keller SA, Shipp S, Schroeder A. (2017). Does Big Data Change the Privacy Landscape? A Review of the Issues. Annual Reviews of Statistics and its Applications; 3:161-180.

Our Science of All Data research model



Case Studies Policy focused other people's problems (OPPs)



NSF

MITRE





 $\label{eq:statistics} \textbf{NCSES} \hspace{0.1 cm} \textbf{National Center for Science and Engineering Statistics}$

P&G

Local / State Government

Arlington County, Virginia Fairfax County, Virginia State Higher Education Council of Virginia Virginia Department of Emergency Management

Federal Statistical Agencies

U.S. Census Bureau Housing and Urban Development National Science Foundation National Center for Science and Engineering Statistics Department of Defense

> U.S. Army Research Institute Defense Manpower Data Center Minerva Research Initiative

Industry

MITRE Corporation Proctor & Gamble

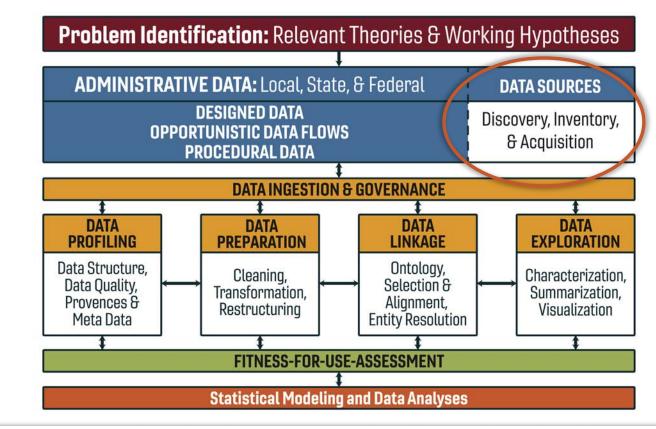
Our emerging Data Science Framework

0

STREL

NER

TUNP



Keller, S., Korkmaz, G., Orr, M., Schroeder, A., & Shipp, S. (2017). The evolution of data quality: Understanding the transdisciplinary origins of data quality concepts and approaches. *Annual Reviews of Statistics and its Applications*, 4:85-108.

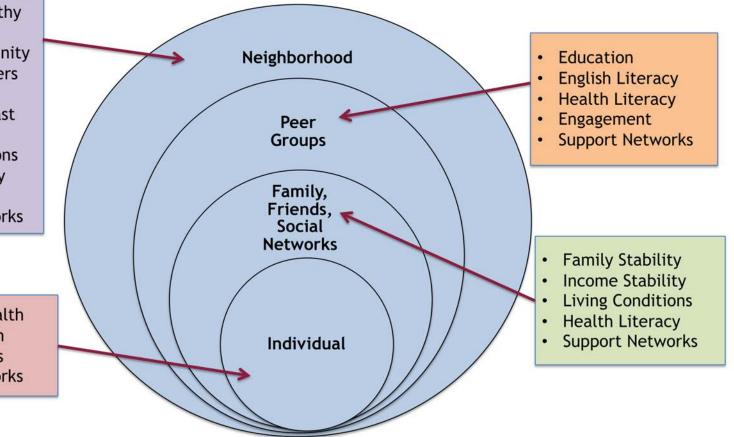
Local community Data Map

- Access to healthy food - grocery stores, community gardens, farmers markets, restaurants (fast food, other)
- Living Conditions
- Personal Safety
- Engagement

303

Support Networks

- Behavioral Health
- Physical Health
- Social Wellness
- Support Networks



Data Discovery, Inventory & Acquisition

ECENT

Data Source	Geography		
American Community Survey data (Census), 2011- 2015 (updating now to 2012-2016)	Census Tracts and Block Groups	Initial data sources used	
American Time Use Survey (BLS), 2017	National	with geographic specificity	
Youth Risk Behavior Surveillance System, 2015	State	• All are updated as new data	
County Health Rankings, 2017	County	are available	
Built Environment, e.g., Grocery stores, SNAP retailers, recreation centers, community gardens	Address Level		
Fairfax real estate tax assessment data	Address Level	Problem Identification: Relevant Theories & Working Hypotheses ADMINISTRATIVE DATA: Local, State, & Federal DATA SOURCES	
Fairfax Open data: Zoning, Environment, water, Parks, Roads	Shapefiles	DESIGNED DATA OPPORTUNISTIC DATA FLOWS PROCEDURAL DATA	
Fairfax County Youth Survey, 2016 8 th , 10 th , 12 th graders	High School Attendance Area	DATA INGESTION & GOVERNANCE Image: transmission of	
Virginia Department of Education, 2017	High School	Data Quality, Provences & Meta Data Cleaning, Transformation, Restructuring Cleaning, Selection & Alignment, Entity Resolution Characterization, Summarization, Visualization	
National Center for Education Statistics, 2014-2015	High School	Image: state	
Center for Disease Control, 2014-2015	High School	Statistical Modeling and Data Analyses	

Data Discovery, Inventory, & Acquisition

333

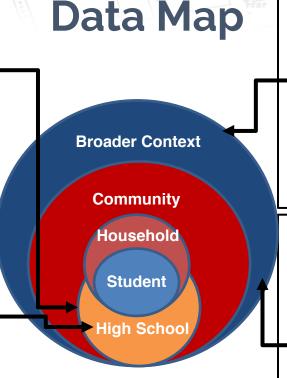


High School Student Body Characteristics

- % Students disadvantaged (VDOE)
- % Students by gender (VDOE)
- Student offenses and disciplinary outcomes (VDOE)
- Drop-out rates (VDOE)

High School "Postsecondary-Going" Culture

- Graduation rate (VDOE)
- Advanced/regular degree ratio (VDOE)
- % CTE program graduates (VDOE)
- College application rate (SCHEV)
- College acceptance rate (SCHEV)
- % Enrolled in AP classes (VDOE)
- % Passed AP tests (VDOE)
- % in Dual Enrollment courses (VDOE)
- % Teachers w/ graduate degrees (VDOE)
- % Students took the SAT (College Board)
- Mean SAT scores (College Board)



Ziemer, K. S., Pires, B., Lancaster, V., Keller, S., Orr, M., & Shipp, S. (2017). A New Lens on High School Dropout: Use of Correspondence Analysis and the Statewide Longitudinal Data System. *The American Statistician*.

Community Characteristics

- % Population w/ Postsecondary Ed (ACS)
- % Households on SNAP (ACS)

PUNP

- % Households with limited English proficiency (ACS)
- % Employment opportunities by education requirement (Open Data Jobs)
- % Employment opportunities by experience level (Open Data Jobs)

Perception of Postsecondary Availability

- Number of vocational schools, colleges, and universities in geographic area (IPEDS)
- Cost (tuition, fees, room and board, financial aid) of colleges in geographic area (IPEDS)
- Acceptance rate/college selectivity of colleges (IPEDS/SCHEV)
- College "choice set" of peers (SCHEV)
- College enrollment rates of students
 within school district (SCHEV)

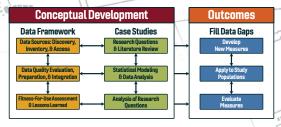
•

U.S. Army Research Institute for the Behavioral[®] and Social Sciences



Exercising the our full research model

Research Questions:



- What is the value of combining DoD, civilian, and non-federally collected data sources to enhance or complement a representative use of PDE and other DOD and non-DOD data sources?
- How does this help capture and model individual, unit, and organizational characteristics and non-military contexts that affect important questions?
- Explore these questions in the context of a specific case studies
- Use outcomes to drive new measurement to fill data gaps

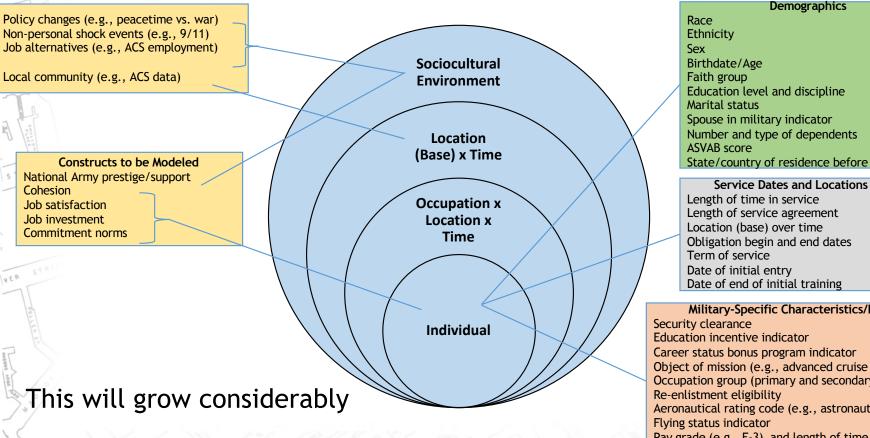
Case Studies: Army attrition and performance are being examined using longitudinal data at the level of the Soldier and the Team/Unit

Initial Performance Framework

5.0



Soldier Data Map



17 0

> Education level and discipline Number and type of dependents State/country of residence before entry

TONP

Length of service agreement Obligation begin and end dates Date of end of initial training

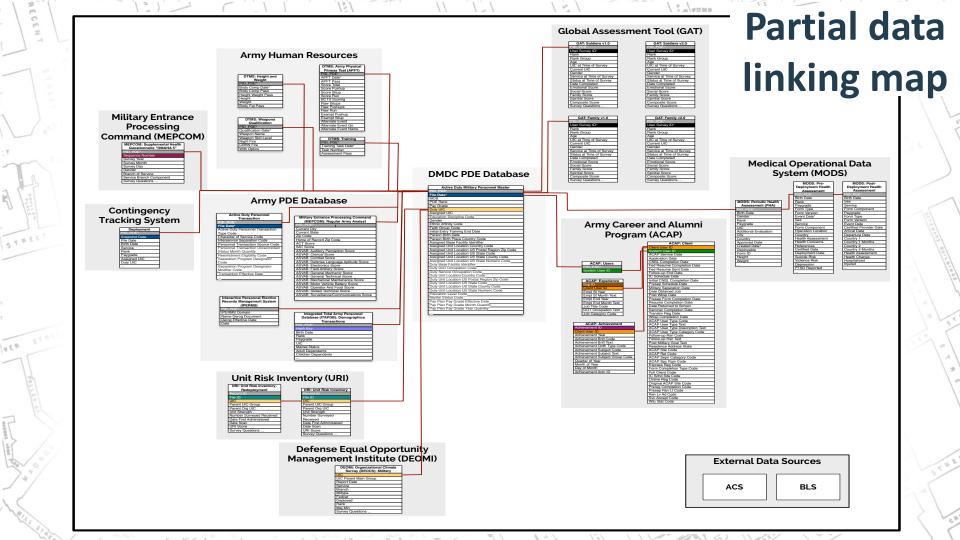
Military-Specific Characteristics/Incentives Career status bonus program indicator Object of mission (e.g., advanced cruise missile) Occupation group (primary and secondary) Aeronautical rating code (e.g., astronaut) Pay grade (e.g., E-3) and length of time in grade Character of service (e.g., honorable)

Data access

- Common Access Cards
- IRB processes integrated and updated to accommodate anticipated data needs for social construct development
- Access to Person Data Environment (PDE)
- Building data environment in PDE, e.g., Rstudio, R Markdown for profiling, Oracle to manage metadata

Person-Event Data Environment

- Requesting data
- Importing data
- Exercising data profiling, preparation, linkage, and exploration
- Running models and exporting model results



Data pipeline: sharable data products

Demographics Table

- Information about the enlistee that typically remains static over time, e.g., gender, race, ethnicity, entry test scores
- Simple rules are applied to resolve duplicates and entries with multiple values
 - Contains one row per PID

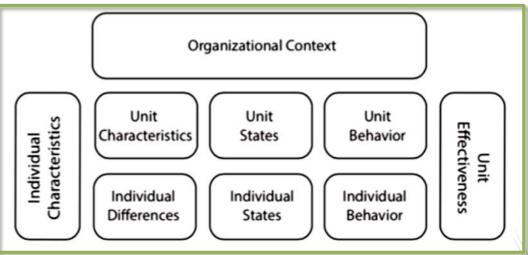
Transaction Table

- Events or enlistee information that can change periodically, e.g., duty station, rank, pay grade, interservice separation code
- Contains multiple rows per PID

Column Name	Description	Original Table
PID_PDE	Enlistee's Unique ID	Master
PN_SEX_CD	Gender	Master
RACE_CD	Race Code	Master
INIT_ENT_TRN_END_DT	Initial Entry Training End Date	Master
DATE_BIRTH_PDE	Person Birth Date	Master
PN_BIRTH_PLC_CTRY_C D	Person Birth Place Country Code	Master
HOR_ZIP_CODE_PDE	Home of Record Zip Code	Analyst
ACT_SCORE	ACT Score	Analyst
SAT_SCORE	SAT Score	Analyst
АР	ASVAB: Auditory Perception Score	Analyst
СО	ASVAB: Combat Score	Analyst
•		
		•
·	•	•

Building model complexity

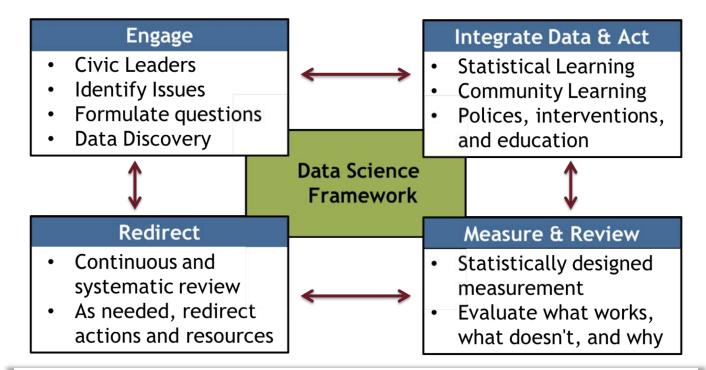
- Model flexibility for connecting many data sources and computation
- Need to integrate "external" data sources that change over time
- Need to integrate person-specific information in context
 - Relevant time and activity is with respect to person's term
 - "Exposures" to duties, leaders, training, ...
 - Unit, duty locations, commitment, ...



Enhancing Prosperity [®] through Data Science



Translating our research model: Community Learning through Data-Driven Discovery



STREL

Keller, S., Lancaster, V., & Shipp, S. (2017). Building capacity for data-driven governance: Creating a new foundation for democracy. *Statistics and Public Policy*, 1-11.

Observations from our research thus far

Key community-based research issues that have emerged:

- Locating and describing a population within a community
- **Estimating** a statistic and a measure of its variability to evaluate its usefulness for the purpose at hand
- Forecasting future needs
- **Evaluating** a program, policy, or standard operating procedure

Research challenges that are emerging through our research:

- Composite indices development and alignment with issues
- Data integration, analysis, and linkage across multiple levels of data support
- Variable selection
- Data and corresponding estimation redistribution across multiple geographies
- Formalization and automation of Data Science Framework

S. Keller, S. Shipp, G. Korkmaz, E. Molfino, J. Goldstein, V. Lancaster, B. Pires, D. Higdon, D. Chen, A. Schroeder, 2018. Harnessing the power of data to support community-based research. *WIREs Comp Stat* 2018. doi: <u>10.1002/wics.1426</u>

Re-Distribution of Data and Estimates Across Geographies

Problem: Data do not align with geographies of interest
e.g., Supervisor (political) Districts and School Attendance Areas

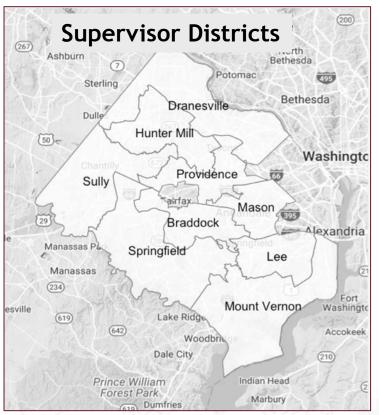
c.g., Jupervisor (political) Districts and School Attendance Areas

Solution: Use data **direct aggregation**, if possible, alternatively develop **synthetic populations** based on data and redistribute

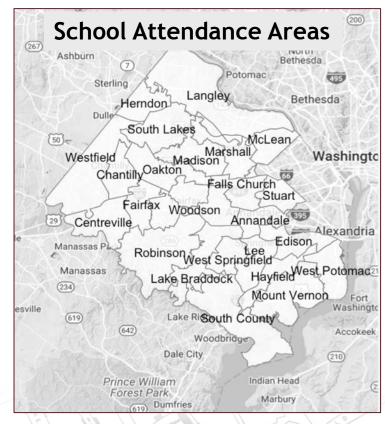
Synthetic re-distribution based on variables of interest

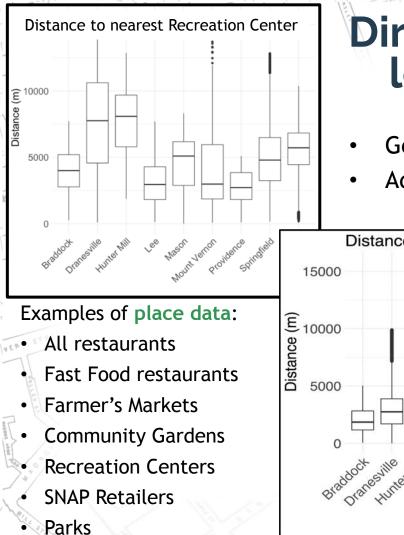
- Multivariate Imputation by Chained Equations (MICE)
- Iterative Proportional Fitting (IPF)

Example: Fairfax County, Virginia Supervisor Districts and High School Attendance Areas



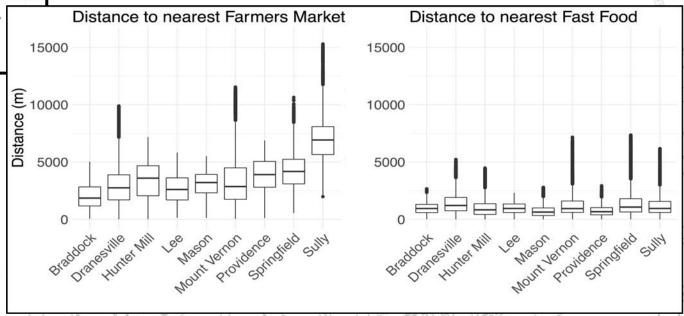
NER

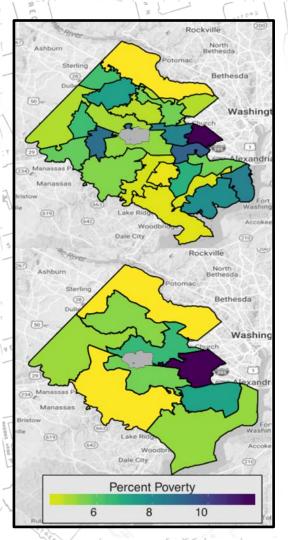




Direct aggregation based on location of housing units

- Geocoding owner-occupied local housing stock
- Adding rental units typically requires imputation





Re-distribution of data based on synthetic populations

- Use American Community Survey (ACS) summaries and PUMS microdata to impute synthetic person data for all people in area of interest
- Re-weight synthetic data according to ACS tables to simultaneously match the relevant distributions, to Census Tracts or Block Groups

- Age, income, race, and poverty in this case

• Aggregate synthetic person data to compute summaries, and margins of error, over the new geographic boundaries

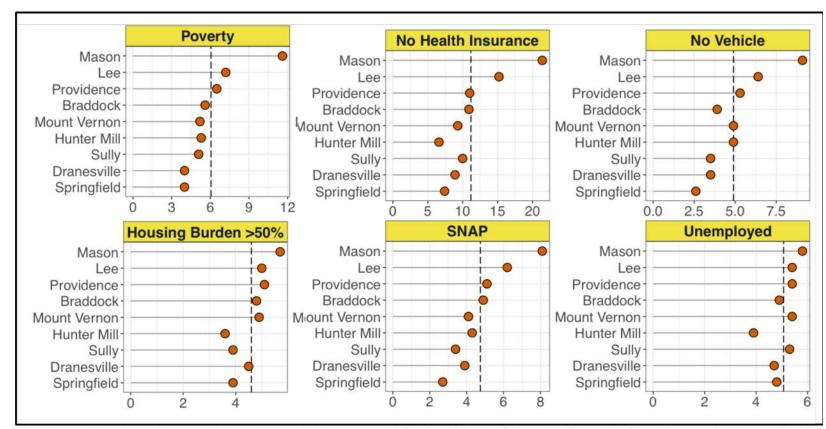
Fairfax Profiles by Supervisor Districts

5 3

STREE

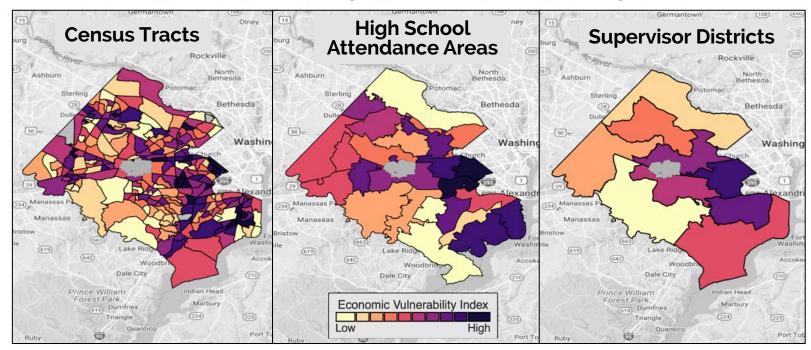
NER

Dashed lines = Average; Supervisor Districts arranged by Poverty high to low



Source: American Community Survey 2011-2015 aligned to Supervisor Districts using SDAL Synthetic Technology.

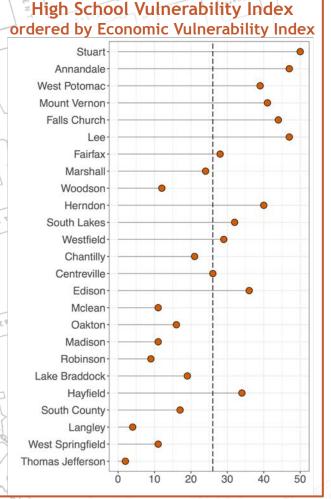
Fairfax Sub-County Vulnerability Indicators



Based on a statistical combination of the percentage of Households with:

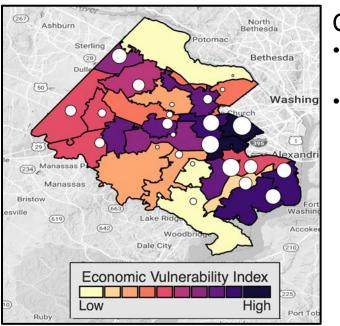
- housing burdens > 50% of Household income
- no vehicle
- receiving Supplemental Nutrition Assistance Program (SNAP)
- in poverty

Source: American Community Survey 2011-2015 aligned to Supervisor Districts using SDAL Synthetic Technology.



High School Characteristics

School Vulnerability Index



Combination of:

- Percentage of student in LEP classes
- Percentage of students that eligible for one of the following:
 - Free/Reduced Meals
 - Medicaid
 - Temporary Assistance for Needy Families
 - Migrant or experiencing Homelessness

Sources: ACS 2011-2015; NCES, CDC, and VDOE 2014-2015.

Population Dynamics

B. Pires, G. Korkmaz, K. Ensor, D. Higdon, S. Keller, B. Lewis, B., and A. Schroeder, 2018. Estimating individualized exposure impacts from ambient ozone levels: A synthetic information approach. *Environmental Modelling & Software*. (Forthcoming)



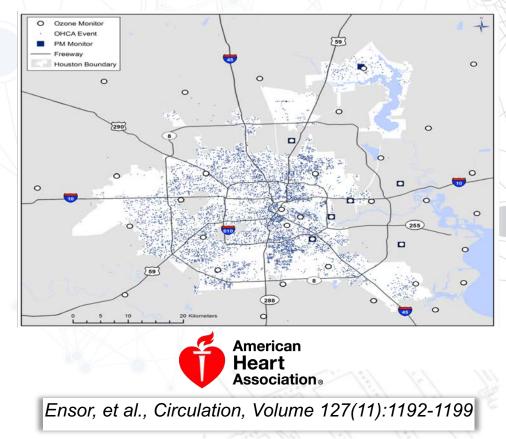


Houston EMS Study for Individual Risk

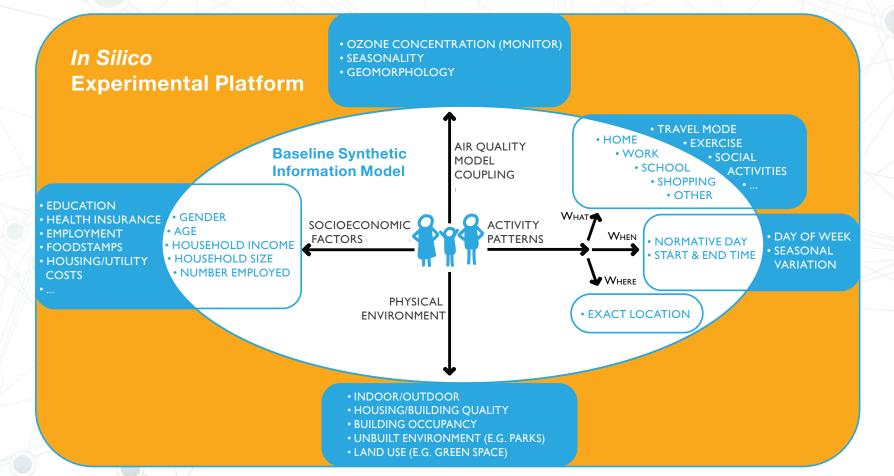
Goal: Identify links between air pollution and acute health events at community level

Model and Data:

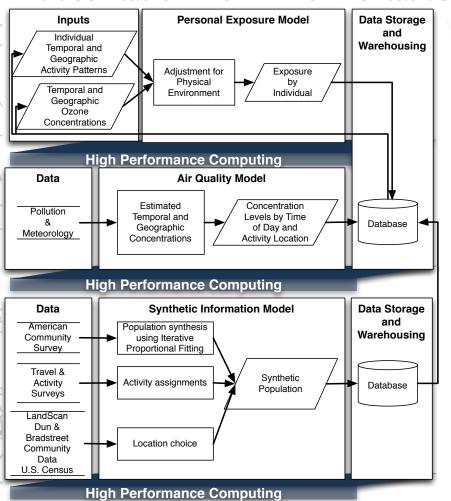
- Pathophysiological link between out-of-hospital cardiac arrest (OHCA) and ozone level
- Case cross-over, time stratified design
 - -Houston, 2004-2011
 - EMS data of 11,754 cases
 - Predictor variable is aggregate ozone over a 3 hour window leading up to the event

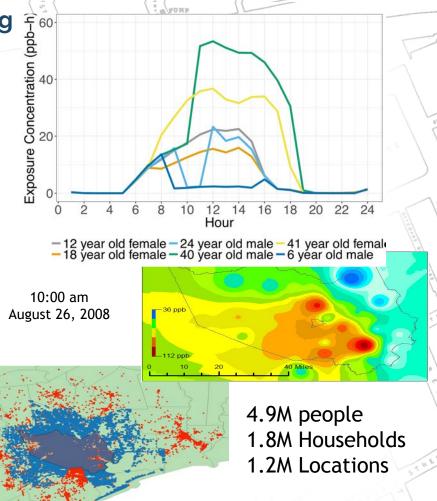


Synthetic Information Platform

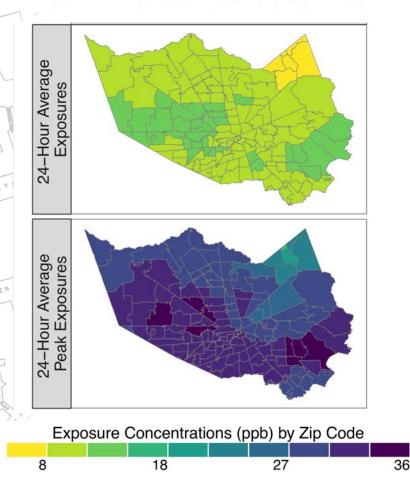


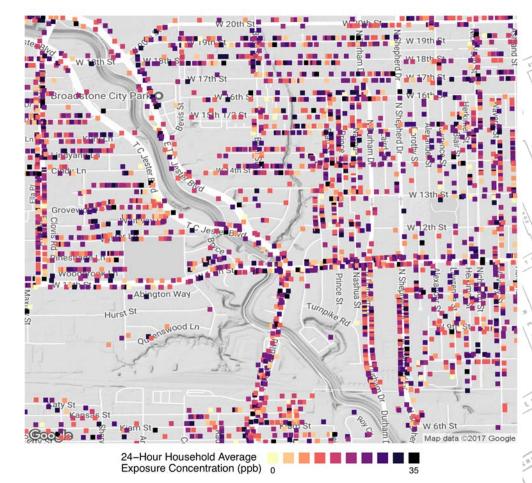
In-Silico Platform for Environmental Coupling $\frac{1}{2}$

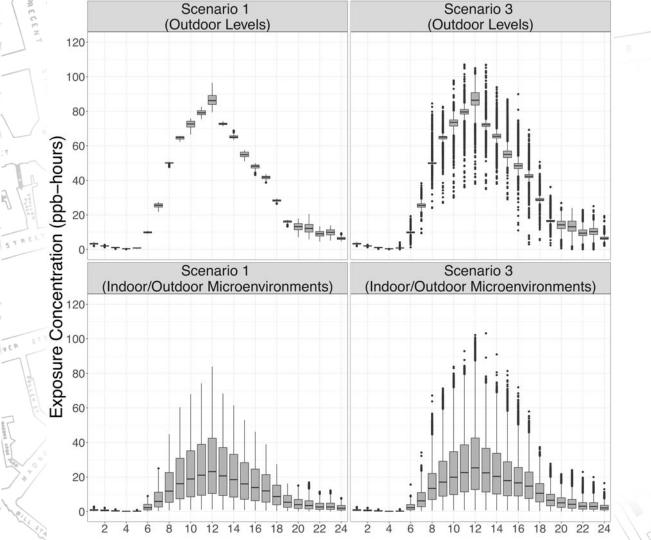




Location and movement matter







Exercising the platform

Scenario 1: Population stays home

Scenario 3: Population moves

P&G OI7 WIN **Fortune 500 Company** SESORIS LAS LE

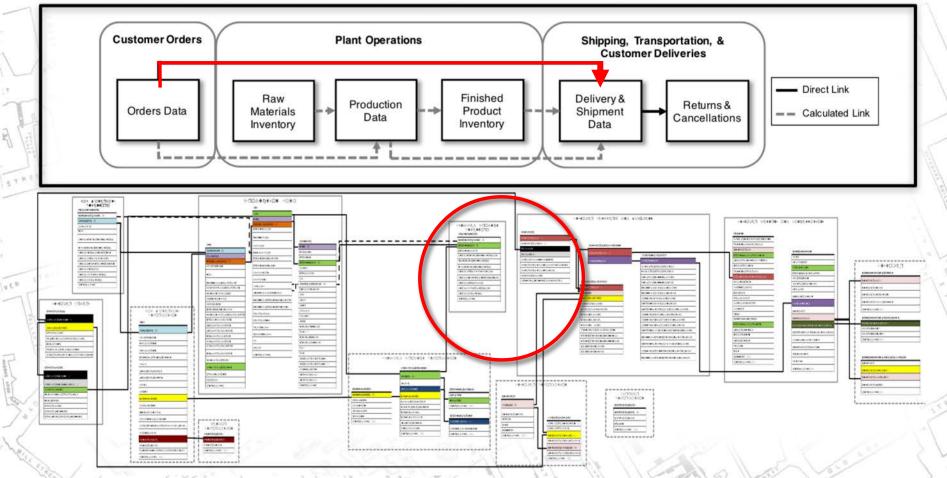
B. Pires, J. Goldstein, D. Higdon, S. Reese, P. Sabin, G. Korkmaz, S. Ba, K. Hamall, A. Koehler, S. Shipp, S., and S. Keller, 2017, A Bayesian Simulation Approach for Supply Chain Synchronization, in the *Post-Proceedings of the 2017 Winter Simulation Conference* (WSC), 3rd - 6th December, Las Vegas, NV.

Supply Chain flows are complicated by humans

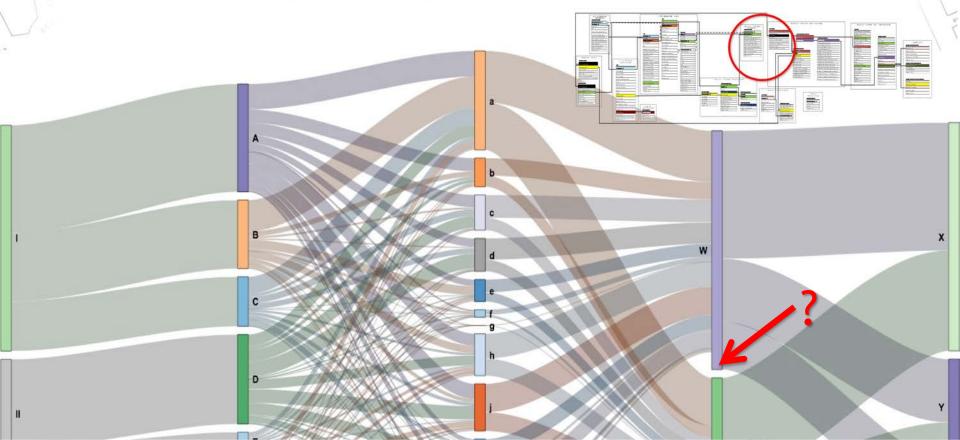
0

10

WALNE W



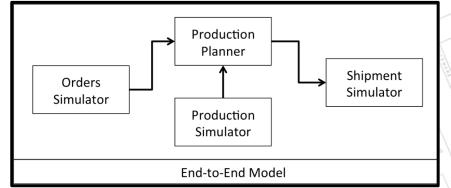
Unravel transactional information flows and link to supply chain production activities



Modeling the Supply Chain End-to-End (E2E)

Combine a Bayesian approach with discrete-event simulation

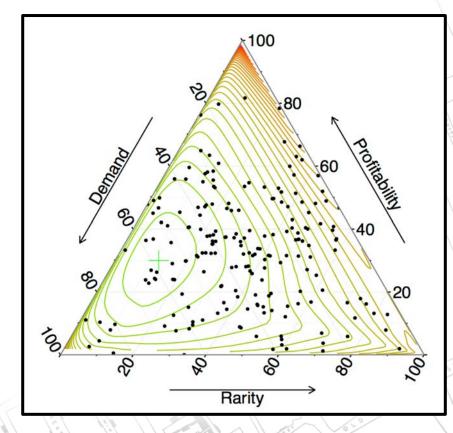
- Inform using current transactional data
 - Orders
 - Line specific production dynamics
 - Raw materials
 - Current inventories
 - Shipments
- Four integrated simulators:
 - Orders Simulator matches order quantity to empirical patterns from customers
 - Production Simulator estimates the rate for production runs
 - Production Planner produces production schedules
 - Shipment Simulator models the loading, shipment, and delivery of finished products to customers



Resulting in a framework for a data-driven understanding of supply chain dynamics

Simulation-based investigation

- Maximizing (profit, on-time delivery)
- Carried out a sequence of runs uniformly over the SKU space of:
 - Demand
 - Profitability
 - Rarity
 - Production times
 - Safety stock
- Fit a response surface using a Gaussian process emulator to seek out an optimal settings for supply chain synchronization





 $\ensuremath{\mathsf{NCSES}}$ National Center for Science and Engineering Statistics

Measuring Innovation: Open Source Software

S. Keller, G. Korkmaz, C. Robbins, and S. Shipp, 2018. Modeling, Infrastructures, and Standards: New Opportunities to Observe and Measure Innovation. *Proceedings of the National Academy of Sciences*, (in-revision). Democratizing Innovation

ERIC VON HIPPE

Why Care?

Open Source Software (OSS) are digital products, including those provided without direct payment

- OSS is **used across fields**; e.g., Google Chrome, Linux, R, Python, Wikipedia...
- OSS supports research outputs; e.g., peer reviewed publications, patents, startups, licenses ...



- Innovation that is being created outside of the business sector
- "The Open Source World is Worth Billions." (Redman 2015)
 - Could be **missing a major contribution** to economic growth

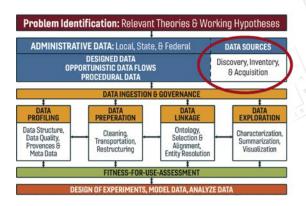
Challenge: Can the scope and impact of OSS be measured using publicly available data?

Can the scope and impact of OSS be measured using publicly available data?

Desirable data dimensions for measuring OSS:

- Stock Measures: How much open source software is in use?
- Flow Measures: How much is created each year?
- Categories: What types can be identified?
- Sectors and Collaborators: Who creates it?
- Users: Who benefits for its development?





ggplot2 🗢

A system for 'declaratively' creating graphics, based on "The Grammar of Graphics". You provide the ... (R) ①



T

B

57

NER

phylogenetics

103 contributors



¢ view in API

🕈 Get badge



Compared to all research software on CRAN, based on relative downloads, software reuse, and citation.

🛓 Downloads



Based on latest downloads stats from CRAN.

Citations

1.7k 100 percentile

Based on term searches in ADS (0) and Europe PMC (1702)

Read more about how we got this number.

Dependency PageRank

Measures how often this package is imported by CRAN and GitHub projects, based on its PageRank in the dependency network.

Read more about what this number means.

depsy

Reused by 9019 projects

📕 Hmisc 🕫

Contains many functions useful for data analysis, high-level graphics, utility operations, functions...

🔳 ggmap 🚘

A collection of functions to visualize spatial data and models on top of static maps from various on...

🔳 rstan 🕫

User-facing R functions are provided by this package to parse, compile, test, estimate, and analyze ...

GGally 🕿

The R package 'ggplot2' is a plotting system based on the grammar of graphics. 'GGally' extends 'gg...

🔳 ImerTest 🗢

Different kinds of tests for linear mixed effects models as implemented in 'Ime4' package are provid...

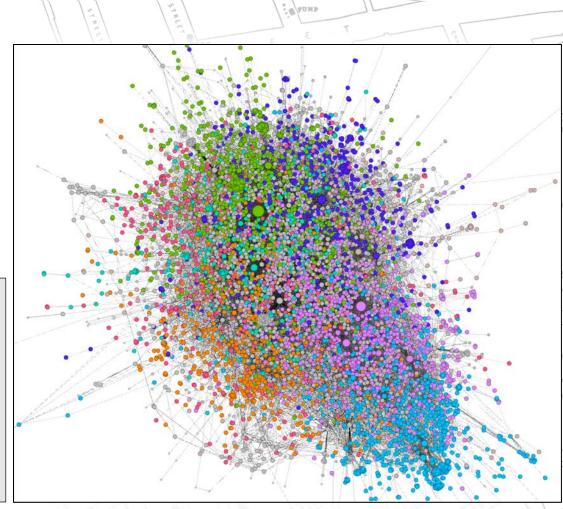
1859 🛧 O ML_for_Hackers

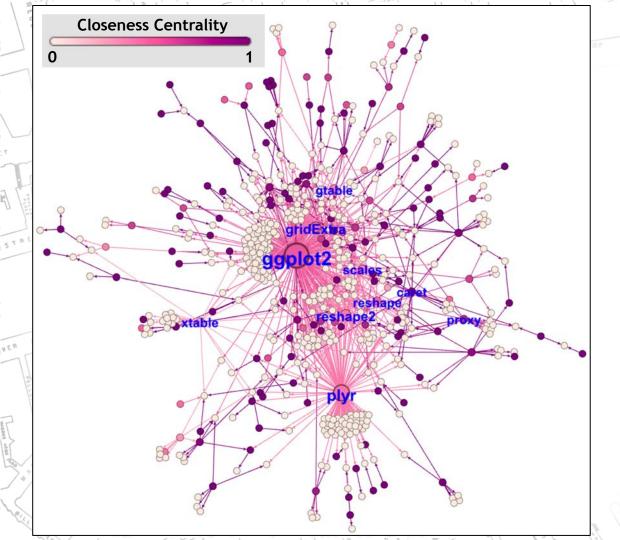
Code accompanying the book "Machine Learning for Hackers"

Dependency network of R packages



Identified communities (modularity class)
Data wrangling, exploration & visualization
Statistical analysis packages
Web-based data/API processing
Packages for matrix operations
Spatial data analysis
Time series analysis





Subgraph of dependency network of R Packages

Community with the largest number of nodes is illustrated (8%)

- Node size indicates the out-degree
- Node color represents the closeness centrality

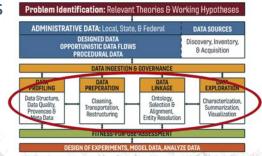


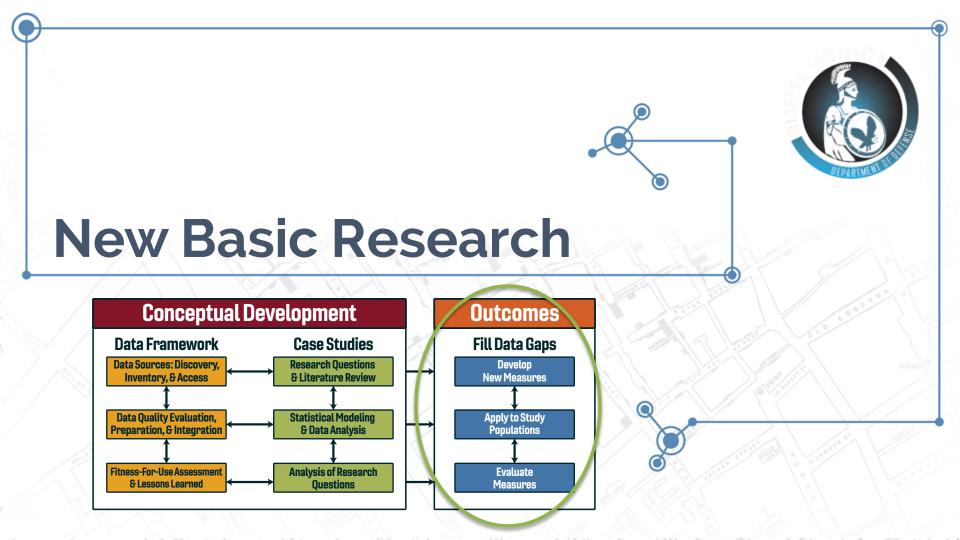
Returning to our research question: measuring scope and impact of OSS

Next steps: Build accurate and repeatable models to predict costs to produce OSS

- Cost estimation models are mathematical algorithms or parametric equations used to estimate the costs of a product or project
- Common attributes in software development cost models:
 - **Product attributes** (reliability, complexity, reusability)
 - **Platform attributes** (execution time, storage constraints, volatility)
 - **Personnel attributes** (capabilities of analysts and programmers application, platform, language and toolset experiences)
 - **Project attributes** (use of software tools, multi-site development, required development schedule

Fitness-for-Use: Evaluate data quality and utility for capturing these attributes



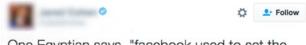


Collective Action and Coordination

- The use of *social networking sites* was a distinctive feature of uprisings
 - Social media help to reach a *critical mass* of participants



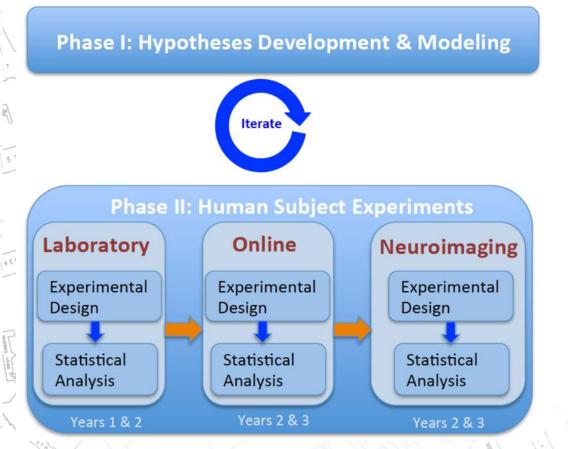
- Collective action problem: join only if joined by "enough" others
- Coordination game: Two or more people each make a decision to participate with the potential to achieve shared *mutual benefits*
- Coordination requires that people know about each other and that this information is common knowledge



One Egyptian says, "facebook used to set the date, twitter used to share logistics, youtube to show the world, all to connect people" #jan25

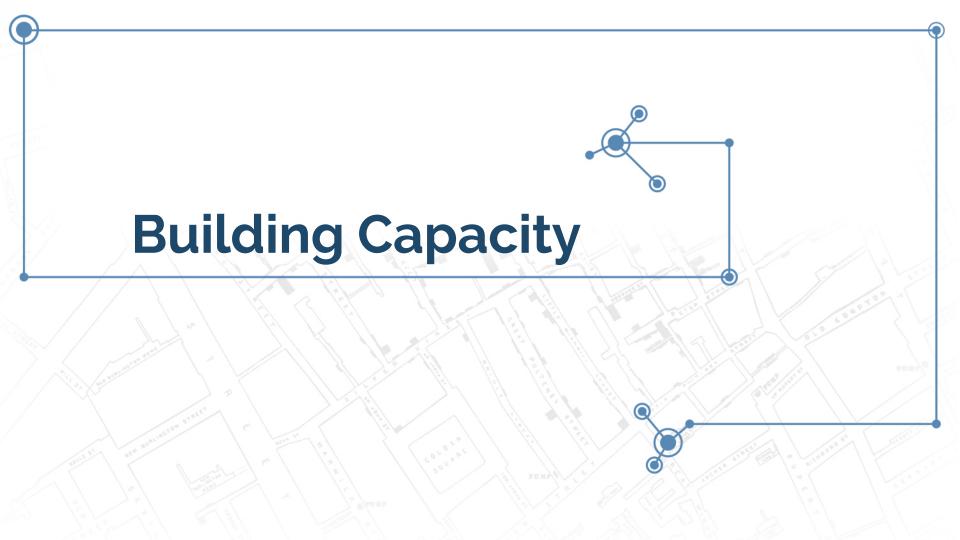
Korkmaz, G., C.J. Kuhlman, S.S. Ravi, F. Vega-Redondo. 2017. "<u>Spreading</u> of <u>Social Contagions without Key Players</u>." World Wide Web. pp. 1-35.

Experimental Framework



- How do social networks facilitate actionable common knowledge?
- What is the role of network topology on coordination?
- How does it spread through the network?

Korkmaz, G., M. Capra, A. Kraig, C.J. Kuhlman, K. Lakkaraju, and F. Vega-Redondo. "Coordination and Collective Action on Communication Networks." *forthcoming* In Proceedings of the 17th ACM International Conference on Autonomous Agents and Multi-agent Systems (AAMAS 2018).



Scaling data science activities and influence

Local / State Government

• Practice community-based participatory

Federal Statistical Agencies

• Be explicit in cooperative agreement language

Department of Defense

• Expand researcher access to data

Industry

• Hands-on tech transfer models

Democratization of data across the United States

- Bringing data in service of the public good
- Deepening partnership between communities and Land Grant Universities
- Enabling communities to become *data-driven learning communities*



Virginia Tech • Virginia State University

IOWA STATE UNIVERSITY Extension and Outreach

S. Keller, S. Nusser, S. Shipp and C. Woteki, (2018). A National Strategy for Community Learning through Data Driven Discovery, *Issues in Science and Technology*, Forthcoming

Workforce Development

Data Science for the Public Good (DSPG)

https://www.bi.vt.edu/sdal/projects/data-science-for-the-public-good-program









tanimut Pandher (VT). David Pack (VT). David (Wilkin (VT). Joseph Kim (VT). Jaire Kelling (PSU) with Gizem Korkmaz and Stephanie Shipp (SDAL). jonnice: Cary Anderson. The National Center (or Science & Engineering Statistics).

A STUDY ON WMATA BUS FARE EVASION

ANALYZING THE ECONOMIC IMPACT AND SOCIAL INTEGRATION OF REFUGEES IN ROANOKE, VIRGINIA

Claire Kelling (PSU), Kyle Morgan (VT), Craig Morton (VT), Hannah Brinkley (VT), Adrienne Rogers (VT) with Mark Orr, Stephanie Shipp, and Bianica Pires (SDAL)



Cultural, Technical, and Infrastructure

Cultural Challenges

- Team activity
- OPP life cycle
- Patience to let significant research challenges emerge
- Nature of publications

Technical Challenges

- Data sharing
- Data and code pipeline development
- Federated and sharable processes and platforms
- Data engineers

Infrastructure Challenges

- Computational and HPC access and storage
- Funding

