

## Data analysis of the city events

Company: Hoodini

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Hoodini provides a social networking app in a 'one stop shop' model, serving both social aspects and the municipal aspects of living in an urban area and connects users to the municipal digital services in an easy and safe way.

A substantial component of Hoodini's services is the extensive analysis of information that accumulates in the databases. A large amount of information contains urban data and urban discussions in various neighborhoods. Analysis of this information will enable decision-makers in the municipality to better understand the residents' needs. It will also enable decision makers to provide a quick and effective response to the needs of the different neighborhoods.

During the practicum, the student works with the Data of city events from Haifa municipality. The goal of the project is making Data analysis for different indicators, developing queries of databases and plotting the results for the continued usage.

In the time of the practicum, the student improved her theoretical skills in the practice, learned new possibilities and features in Python, worked with real world databases. At the end of the project, Hoodini received the information of segmentation of events by different neighborhoods, by different target audiences, age groups and correlation between neighborhoods with many events and its residents' socioeconomic status, and other life-quality criteria in the visual and easy-to-analyze way.

The results of the project will be used by Web and Java developers in order to integrate the data in an existing product and in machine learning. Also, it will be used in decision making for improving the application and living conditions in Haifa.

Contribution of Information and Knowledge Management is proof of the importance of the information and its visualization as the easiest way for understanding and analysis.