

# **EuroVA 2018**

## **EuroVis Workshop on Visual Analytics**

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## Table of Contents

Table of Contents .....	iii
International Programme Committee .....	iv
Author Index .....	v
Keynote .....	vi
<b>Analytics and Guidance</b>	
ComModeler: Topic Modeling Using Community Detection .....	1
<i>Tommy Dang and Vinh The Nguyen</i>	
Visual Exploration of Spatial and Temporal Variations of Tweet Topic Popularity .....	7
<i>Jie Li, Siming Chen, Gennady Andrienko, and Natalia Andrienko</i>	
Visual Predictive Analytics using iFuseML .....	13
<i>Gunjan Sehgal, Mrinal Rawat, Bindu Gupta, Garima Gupta, Geetika Sharma, and Gautam Shroff</i>	
Guidance or No Guidance? A Decision Tree Can Help .....	19
<i>Davide Ceneda, Theresia Gschwandtner, Thorsten May, Silvia Miksch, Marc Streit, and Christian Tominski</i>	
<b>Applications</b>	
A Visual Analytics System for Managing Mobile Network Failures .....	25
<i>Marco Angelini, Luca Bardone, Marina Geymonat, Mario Mirabelli, Chiara Remondino, Giuseppe Santucci, Barbara Stabellini, and Paolo Tamborrini</i>	
Personalized Visual-Interactive Music Classification .....	31
<i>Christian Ritter, Christian Altenhofen, Matthias Zeppelzauer, Arjan Kuijper, Tobias Schreck, and Jürgen Bernard</i>	
A Set-based Visual Analytics Approach to Analyze Retail Data .....	37
<i>Muhammad Adnan and Roy A. Ruddle</i>	
polimaps: Supporting Predictive Policing with Visual Analytics .....	43
<i>Florian Stoffel, Hanna Post, Marcus Stewen, and Daniel A. Keim</i>	
<b>Work-in-Progress</b>	
Combining the Automated Segmentation and Visual Analysis of Multivariate Time Series .....	49
<i>Jürgen Bernard, Christian Bors, Markus Bögl, Christian Eichner, Theresia Gschwandtner, Silvia Miksch, Heidrun Schumann, and Jörn Kohlhammer</i>	
Towards Visual Cyber Security Analytics for the Masses .....	55
<i>Alex Ulmer, Marija Schufrin, Hendrik Lücke-Tieke, Clindo Devassy Kannanayikkal, and Jörn Kohlhammer</i>	
A Concept for Consensus-based Ordering of Views .....	61
<i>Wolfgang Jentner, Dominik Jäckle, Ulrich Engelke, Daniel A. Keim, and Tobias Schreck</i>	

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## Author Index

Adnan, Muhammad	37	Lücke-Tieke, Hendrik	55
Altenhofen, Christian	31	May, Thorsten	19
Andrienko, Gennady	7	Miksch, Silvia	19, 49
Andrienko, Natalia	7	Mirabelli, Mario	25
Angelini, Marco	25	Nguyen, Vinh The	1
Bardone, Luca	25	Post, Hanna	43
Bernard, Jürgen	31, 49	Rawat, Mrinal	13
Bögl, Markus	49	Remondino, Chiara	25
Bors, Christian	49	Ritter, Christian	31
Ceneda, Davide	19	Ruddle, Roy A.	37
Chen, Siming	7	Santucci, Giuseppe	25
Dang, Tommy	1	Schreck, Tobias	31, 61
Eichner, Christian	49	Schuftrin, Marija	55
Engelke, Ulrich	61	Schumann, Heidrun	49
Geymonat, Marina	25	Sehgal, Gunjan	13
Gschwandtner, Theresia	19, 49	Sharma, Geetika	13
Gupta, Bindu	13	Shroff, Gautam	13
Gupta, Garima	13	Stabellini, Barbara	25
Jäckle, Dominik	61	Stewen, Marcus	43
Jentner, Wolfgang	61	Stoffel, Florian	43
Kannanayikkal, Clindo Devassy	55	Streit, Marc	19
Keim, Daniel A.	43, 61	Tamborrini, Paolo	25
Kohlhammer, Jörn	49, 55	Tominski, Christian	19
Kuijper, Arjan	31	Ulmer, Alex	55
Li, Jie	7	Zeppelzauer, Matthias	31

## Keynote

### Visual Football Analytics

Natalia & Gennady Andrienko

#### Abstract

Modern movement tracking technologies enable acquisition of high-quality data about movements of the players and the ball in the course of a football match. However, there is a big difference between the raw data and the insights into team behaviors that analysts would like to gain. To enable such insights, it is necessary first to establish relationships between the concepts characterizing behaviors and what can be extracted from data. This task is challenging since the concepts are not strictly defined. We systematically explore all stages of data analysis process and identify situations when purely computational or purely visual approaches are not sufficient thus calling for visual analytics that enables synergy of human and computational processing. Thus, computationally-supported human involvement is needed for validating derived data (e.g. quantification of passes or conflicting situations), tuning parameters of computations (e.g. quantification of pressure forces or pass chances) and pattern detection methods (e.g. quantification of the clustering of situations), and interpretation of findings (e.g. explaining team tactics and suggesting how to improve it). The key components of the proposed approach are space transformation, visually-validated calculation of derived attributes, selection of classes of situations based on interactive queries from multiple perspectives, quantification of the interestingness, and clustering of configurations, followed by a visual assessment of aggregated data. We shall demonstrate examples of an application of visual analytics approaches to exemplary problems of football analytics, based on real data and our experience of cooperation with domain experts.

#### Short Biographies

Prof. Dr. Gennady Andrienko and Prof. Dr. Natalia Andrienko ([www.geoanalytics.net/and](http://www.geoanalytics.net/and)) are lead scientists responsible for the visual analytics research at Fraunhofer Institute IAIS and full professors (part-time) at City University London, UK. They co-authored monographs “Exploratory Analysis of Spatial and Temporal Data” (Springer, 2006) and “Visual Analytics of Movement” (Springer, 2013) and more than 90 peer-reviewed journal papers.

From 2007 till 2015, Gennady Andrienko was a chair the Commission on GeoVisualization of the ICA - International Cartographic Association. He co-organized scientific events on visual analytics, geovisualization, and visual data mining, and co-edited numerous special issues of major journals.

Gennady Andrienko is associate editor of IEEE Transactions on Visualization and Computer Graphics (2012-2016), Information Visualization (since 2012), and International Journal of Cartography (since 2014). Natalia Andrienko is associate editor of IEEE Transactions on Visualization and Computer Graphics (since 2016). Gennady and Natalia Andrienko received best paper awards at AGILE 2006, EuroVis 2015, and IEEE VAST 2011 and 2012 conferences, honorable mention awards at IEEE VAST 2010 and EuroVis 2017, VAST challenge awards 2008 and 2014, and best poster awards at AGILE 2007, ACM GIS 2011, and IEEE VAST 2016 conferences.