

LINKSFOUNDATION.COM

Applied Data Science Project

L21 - Success stories

Giuseppe Rizzo
Turin, October 19, 2022



**Politecnico
di Torino**



e l l i s
European Laboratory for Learning and Intelligent Systems



Success stories

Stories of 3 applied data science projects

For each, it is worth noting:

- how the objectives are framed
- the tasks addressed by the artificial intelligence tools developed in the projects

The target audience of these stories are public/innovators

No technical choices nor experiment descriptions





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initiative

Plan a visit



Explore a city



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tourist and cultural data: events,
places, and transportation



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madison square garden upcoming events



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Madison Square Garden / Events

Tue, Nov 17
7:30 PM

New York Knicks vs. Charlo...

Sat, Nov 21
12:00 AM

The All Access Tour

Wed, Nov 18
12:00 AM

The All Access Tour

Sun, Nov 22
1:00 PM

2K Classic Benefiting Wou...

Thu, Nov 19
8:00 PM

Billy Joel

Mon, Nov 23
7:00 PM

New York Rangers vs. Nas...

Fri, Nov 20
5:00 PM

2K Classic benefiting Wou...

Tue, Nov 24
8:00 PM

Stevie Wonder: Songs in th...



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Tue, Nov 17 7:30 PM	New York Knicks vs. Charlo...	Sat, Nov 21 12:00 AM	The All Access Tour	Wed, Nov 25 7:00 PM	New York Rangers vs. Mont.
Wed, Nov 18 12:00 AM	The All Access Tour	Sun, Nov 22 1:00 PM	2K Classic Benefiting Wou...	Thu, Nov 26 12:00 AM	The All Access Tour
Thu, Nov 19 8:00 PM	Billy Joel	Mon, Nov 23 7:00 PM	New York Rangers vs. Nas...	Fri, Nov 27 7:30 PM	New York Knicks vs. Miami
Fri, Nov 20 5:00 PM	2K Classic benefiting Wou...	Tue, Nov 24 8:00 PM	Stevie Wonder: Songs in th...	Sat, Nov 28 8:00 PM	Red Hot Hockey



New York Knicks vs. Charlotte Hornets

Tuesday, November 17, 2015, 7:30 PM

Madison Square Garden

4 Pennsylvania Plaza, New York, NY

Source: thegarden.com



Madison Square Garden ★

Arena in New York City, New York

[Website](#)

[Directions](#)

Madison Square Garden is a multi-purpose indoor arena in the New York City borough of Manhattan, New York. Located in Midtown Manhattan between 7th and 8th Avenues from 31st to 33rd Streets, it is situated atop Pennsylvania Station. [Wikipedia](#)

Address: 4 Pennsylvania Plaza, New York, NY 10001

Capacity: 18,200

Opened: February 11, 1968

Phone: (212) 465-6741

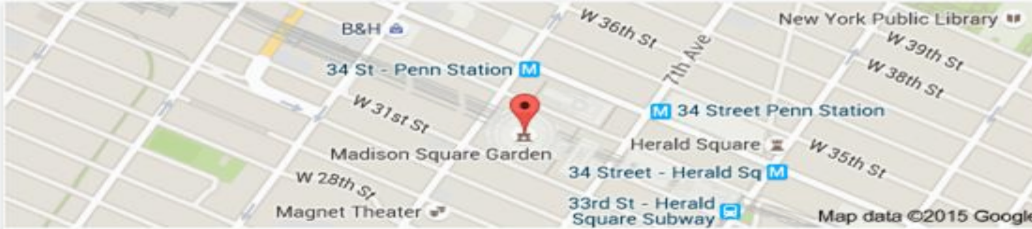
Owner: The Madison Square Garden Company

Height: 150'

Teams: St. John's Red Storm men's basketball, New York Liberty, New York Knicks, New York Rangers



Wed, Nov 18 12:00 AM	The All Access Tour	Sun, Nov 22 1:00 PM	2K Classic Benefiting Wou...	Thu, Nov 26 12:00 AM	The All Access Tour
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Source: thegarden.com

MADISON SQUARE GARDEN
THE WORLD'S MOST FAMOUS ARENA



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Reviews

[Write a review](#)

4.5 ★★★★★

Charlotte Hornets at New York Knicks - Vivid Seats

www.vividseats.com/nba/new-york-knicks/knicks-11-17-1872819.html

Charlotte Hornets at New York Knicks Tue. Nov 17, 2015 7:30 PM - Madison Square Garden, New York, NY. NOTE: Prices set by sellers, may be over face-value ...

Charlotte Hornets Tickets - Ticketmaster

www.ticketmaster.com > ... > 7 > Charlotte Hornets > Ticketmaster

Results 1 - 10 of 68 - Nov. 17, Tue. Madison Square Garden New York, NY 07:30 PM.

New York Knicks vs. Charlotte Hornets, See Tickets. Nov. 18, Wed.

Tue, Nov 17 New York Knicks vs. Charlotte ... Madison Square Garden ...

Wed, Nov 18 Charlotte Hornets vs ... Time Warner Cable Arena ...

Fri, Nov 20 Charlotte Hornets vs ... Time Warner Cable Arena ...

nearby places?



an EIT Digital initiative

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related events?



an EIT Digital initiative

will be looking for an Indian restaurant
reachable in 10 minutes on foot from
the Madison Square Garden



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About 547,000 results (0.95 seconds)

10 Places To Eat And Drink Near Madison Square Garden ...

www.foodrepublic.com/.../10-places-to-eat-and-drink-near-madison-squ... ▾

Nov 7, 2013 - Now we take on the **food** near **Madison Square Garden**, which has long ... find some really interesting things less than a **10-minute's walk** away.

10 Restaurants Near Holiday Inn Express NYC Madison ...

www.tripadvisor.com > ... > [New York City](#) > [New York City Restaurants](#) ▾

Restaurants near Holiday Inn Express NYC **Madison Square Garden** on TripAdvisor: See 646808 reviews and ... 03/04/2016; "A great variety of **Indian** dish.
Missing: reachable foot

Restaurants within Walking Distance of Monona Terrace

conferencing.uwex.edu/.../RestaurantswithinWalkingDistanceofMonona... ▾

Madison, Wisconsin conference 2009. ... Sunprint Café on the **Square** (breakfast and lunch) ... Maharani **Indian Restaurant** (lunch buffet and dinner). 280 W. Washington Avenue (**10 minute walk**) ... the north side of W. Washington Ave. at the corner of Henry St. Fabulous **Indian food**, outdoor seating in an enclosed **garden**.

Hotel Row NYC at Times Square, New York City, NY ...

www.booking.com > ... > [New York City Hotels](#) ▾

★★★★★ Rating: 7.5/10 - 7,910 reviews

In the Theater District and within a short **walk** of Times Square, this hotel ... The City Kitchen **restaurant**, also on site, offers New York city specialties. ... Radio City Music Hall. **Madison Square Garden**. the Empire State Building. and Javits Group is just





https://youtu.be/K6_ylq1ufH8

@giusepperizzo



an EIT Digital
initiative

PAS_TIME

PasTime: a new personalized “in-destination” experience

PasTime in a nutshell

Traveler needs at destination:

Right service and content at the right time, customized for ME



Get
Your
Guide



Where?

When?

What?



For Me?

Package?



PAS~~T~~IME

PasTime – Project description

PasTime is THE innovative solution offering city visitors personalized, smart and attractive touristic recommendations based on a comprehensive knowledge base of local content promoting a territory combined with a deep understanding of travellers' behaviour and interests.

Products and Services Proposal

- Semantic technologies for building comprehensive knowledge bases in the domain of culture and tourism.
Product type: data Platforms
- Technologies for creating bundles of business and cultural tourist offerings that correspond to user needs.
- Technologies for recommending attractive offers to user groups based on a strong understanding of users interests, purchase behaviors and past activities (personalization).
- **Product type: in-destination recommender system**

Challenges are huge

Business Opportunity:

A huge addressable market:

– “Addressable Market” represents 46% of the total travel spend* (€2,657B)



- Increasing + 4% per year – and even more online...

For cities and tourism organisms:

- Give visibility on activities and tourist trumps (attractivity – image - promotion)
- A better knowledge of traveler behavior to adapt offers
- A way for visitors loyalty... Don't forget that a happy visitor is a better visitor

PasTime – Functional Diagram



Knowledge Base for Cities



Time for KB creation divided by 3 between Jan and Sep 2017

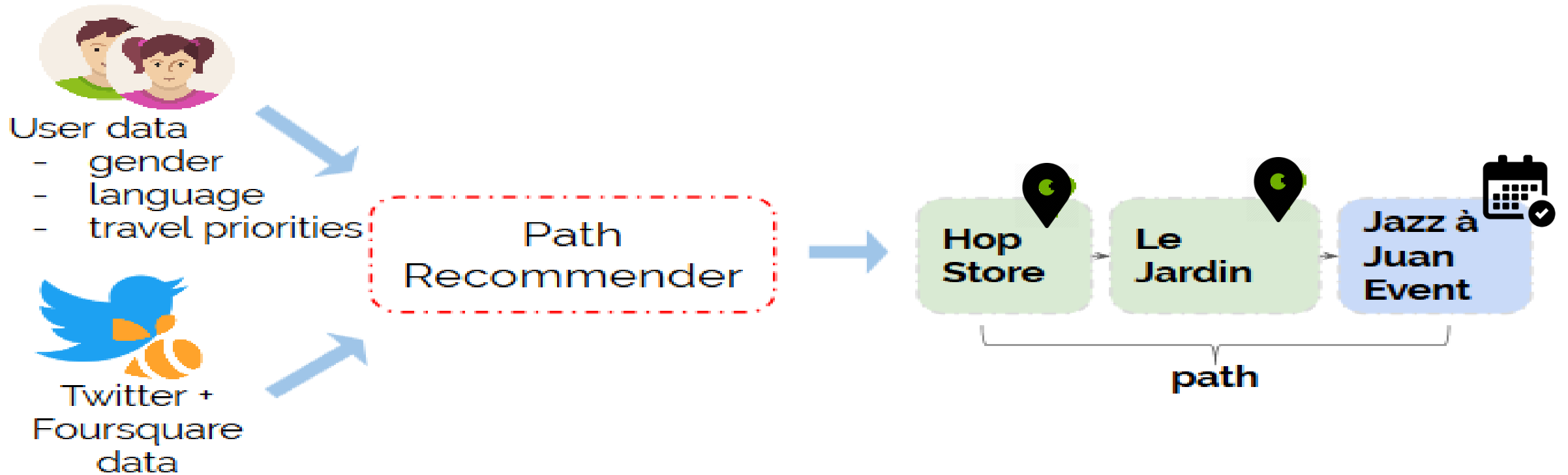


Hyper-local sources (OT)



PASTIME

Innovation: Creation of Logical Bundles of Offers



AMADEUS

A unique deep learning based recommender system that generates bundles composed of accommodation, restaurants, shopping, activities, sights and events



PASTIME

Product B2B2G: data platform for tourism

Extract, Transform, Load

CityMoove



Open Data: our speciality

We can provide you support during the whole lifecycle of your open data projects (designing your strategy, selecting, transforming and publishing data sources, engaging reusers), no matter whether you are a private or public organisation.

Opening your Data

Our main objective is to make sure that your data **are used**, both inside and outside your organisation. To achieve that, we need to take into account: **strategy**, so that the initiative will remain sustainable over time, **publication** to facilitate access to data, and ensure transparency, and **normalisation**, so as to ensure interoperability with other external data sources, hence increasing their potential usage.



Open Data Strategy
We will help you to define the strategy for managing and publishing data, considering organisational, legal and technical criteria.



Data Publication
We will create and maintain your open data portal, following best practices and up-to-date data publishing technologies.



Normalisation and Analysis
We will automate the data normalisation and publication process, reducing the time required for manual edition and facilitating its analysis.



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CÔTE D'AZUR FRANCE

LES ÉVÉNEMENTS À VENIR

OPERA AZURIALES
LUNDI 4 SEPT
MERCREDI 6 SEPT
MASTERCCLASS

COLLOQUE ART CERVEAU INCERTITUDE

RECHERCHER

CHOISISSEZ VOTRE LIEU

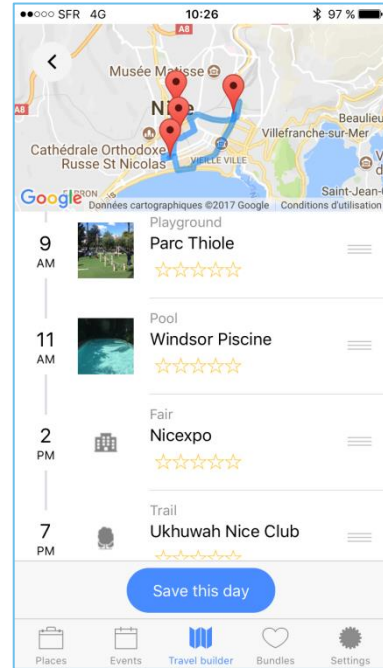
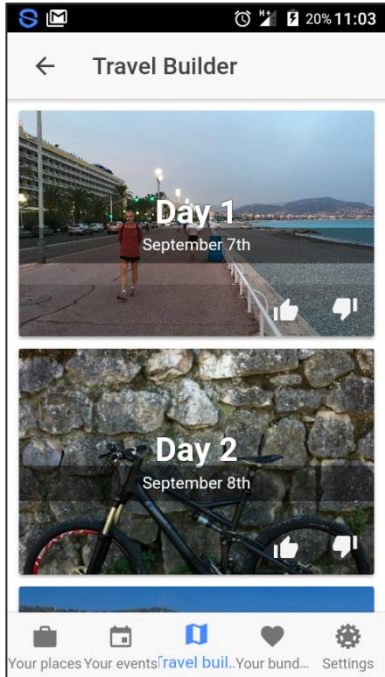
DATE

<http://www.cotedazur-en-fetes.com/>



PASTIME

Product B2B / B2C: in-destination recommender





KICK OFF MEETING
Bruxelles - January 7-9, 2020



easyRights

Enabling immigrants to easily know and exercise their rights

easyRights has received funding from the EU Horizon 2020 research and innovation programme under grant agreement No 870980.



Migration...

You've made it, you've managed to **leave your country**.

You are in Europe, but your travel hasn't finished yet.

You still have a **long journey ahead** of you to get to know the new hosting country's societal institutions, culture, socio-economic settings.

You'll have to orient yourself and try to grasp how to live where you are, **accessing the different kinds of resources** required for your daily life.

You'll have to **learn a new language**.

You'll have to **understand what your rights and duties are**.

And you'll need to **be oriented in this journey**".

(by a NGO member, Milan, Oct.2017)

Migration...

You've made it, you've managed to **leave your country**.

You are in Europe, but your travel hasn't finished yet.

You still have a **long journey ahead** of you to get to know the new
hosting country's societal institutions, culture, and laws.

**it is a landing, a plugging-in in a new society,
it is a learning process, it is a new birth...**

You'll have to **learn a new language** for your daily life.

You'll have to **understand what your rights and duties are**.

And you'll need to **be oriented in this journey**".

(by a NGO member, Milan, Oct.2017)

Migration...

Migration is bigger and more contentious than ever

While work is still the main reason people move to another country, growing conflicts and instability are increasing the number of people forced from their homes.

While in the U.S. and Europe, concerns that migrants are stretching local services and disturbing order have been harnessed by nativist politicians embracing tighter controls, advocates for migrants lament the many who die attempting to reach a new land or face exploitation once there.

(E. Vickers, C. Alexander, Bloomberg Businessweek, Oct.2019)

Migration...

Migration is bigger and more contentious than ever

While work is still the main reason people move to another country, growing conflicts and instability are increasingly driving people from their homes.

**we are in the middle of an EMERGENCY
and in the middle of a CONFLICT**

Concerns that migrants are stretching local resources and disturbing order have been harnessed by nativist politicians embracing tighter controls, advocates for migrants lament the many who die attempting to reach a new land or face exploitation once there.

(E. Vickers, C. Alexander, Bloomberg Businessweek, Oct.2019)

easyRights...

EASYRIGHTS aims at improving the **easiness for (im)migrants to exercise** their rights by:

1. including two distinct instances of the concept of rights: the rights of **non-citizens** (OHCHR, 2006 - refugees, asylum seekers, illegal or irregular immigrants) and the rights of the '**new citizens**', (UNHCR, 2006 - legal immigrants under the general framework of integration)
2. interpreting simplification as a problem of communication, trying to define a new international standard – the **easyRights Mediation Grammar**

easyRights...

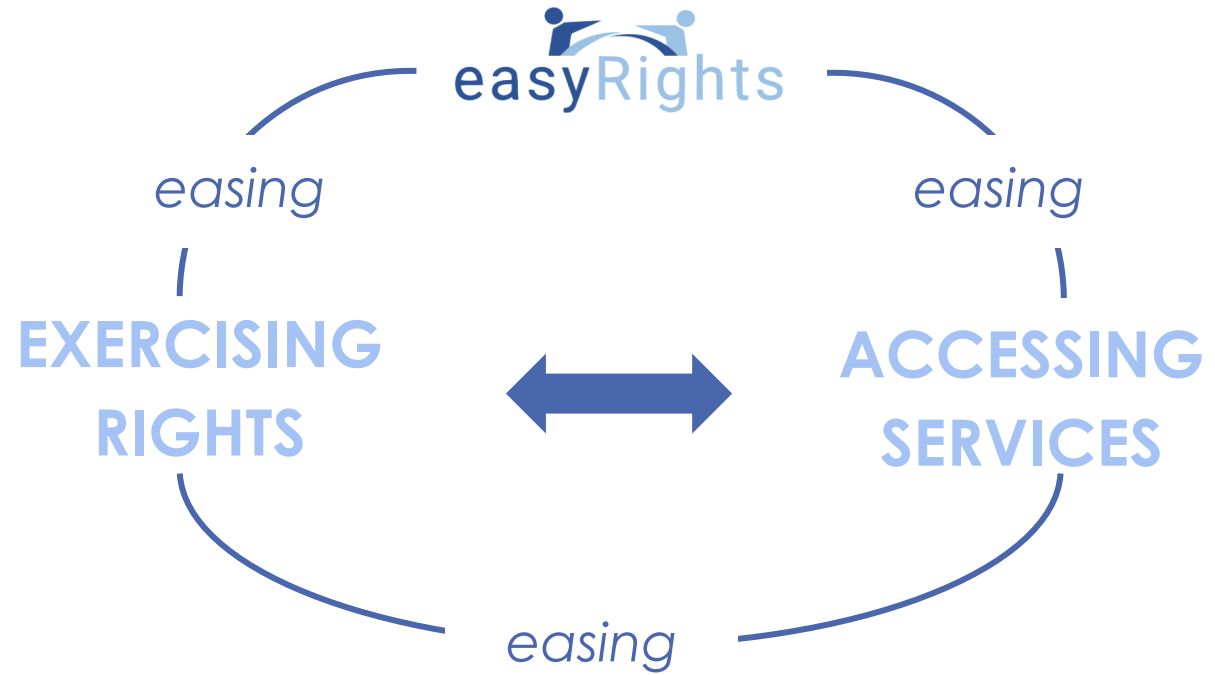


EXERCISING
RIGHTS



ACCESSING
SERVICES

easyRights...



easyRights...

EASINESS TO
EXERCISE
RIGHTS



awareness of
basic
rights/services



communication
also involves the
service providers

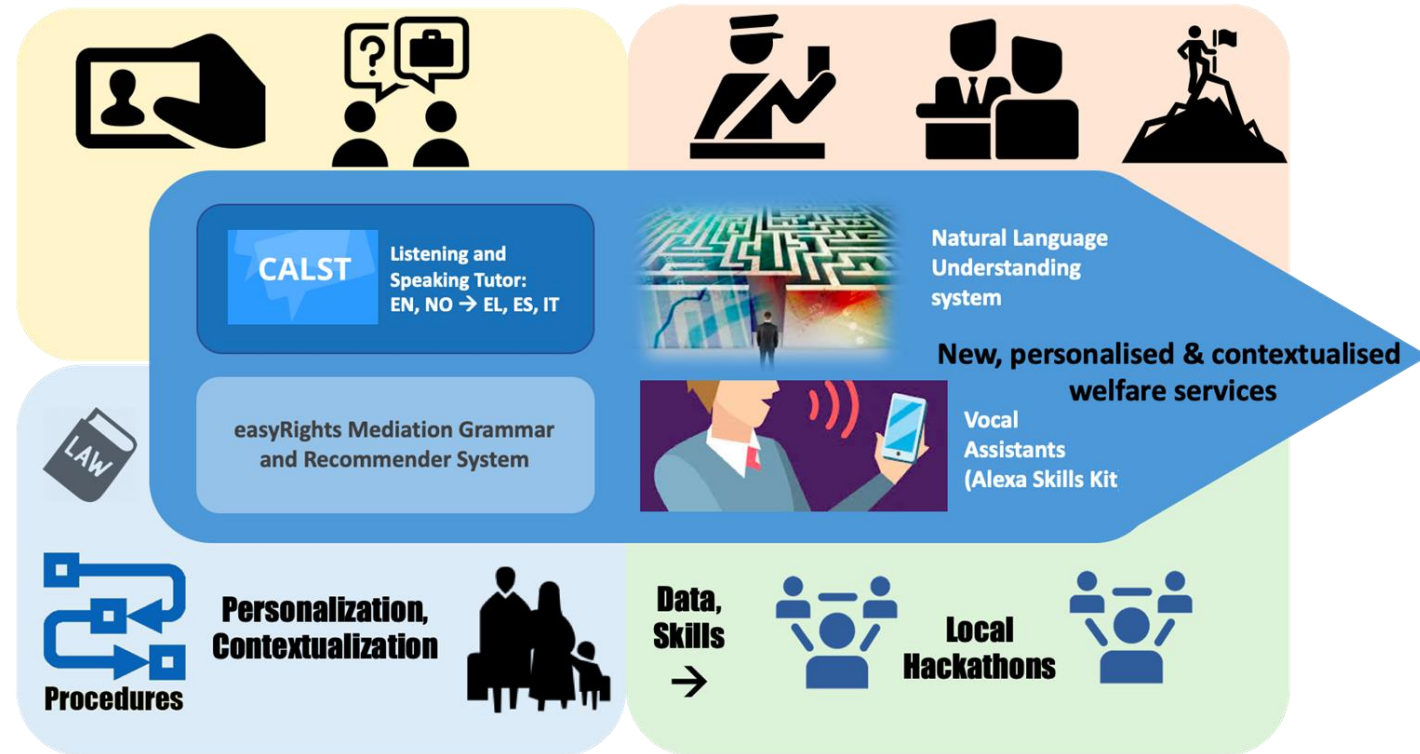


user-centricity
for bureaucratic
complexity



easyRights...

EASINESS TO EXERCISE RIGHTS





FONDAZIONE
links
PASSION FOR INNOVATION

Thank you for your attention.

Questions?

CONTACTS

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Adjunct Professor (Politecnico di Torino)

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