

Boston Area SAS® Users Group (BASUG) Announcement On-Line Webinar Meeting

**Wednesday, February 24, 2021
Noon – 1:00 PM**

BASUG's February webinar features Evelyn Fox and Kirk Swilley from SAS, presenting a SAS Visual Analytics demonstration of a geospatial analysis of a Covid-19 super-spreader event: the 2020 Sturgis Motorcycle Rally. Don't miss this opportunity to see Visual Analytics in action!

This webinar is FREE to attend. A browser and a willingness to learn are all that are required.

	Agenda
11:50+ AM	Join the Webinar
12:00 PM	Welcome
12:05 PM	Bikers Gone Wild! Sturgis Rally Pattern of Life Analytics by Evelyn Fox and Kirk Swilley
12:55 PM	Closing

This is a **FREE** event!

[Click here to register for the Webinar](#)

Registration is required to attend this webinar. Click the above link to register now (or at any time before 11:45 AM on the day of the meeting). After registering you will receive a confirmation email containing a link to join the webinar.

On the day of the webinar, please join a few minutes early to allow time to connect and familiarize yourself with the Zoom webinar platform. The webinar will begin promptly at 12:00.

Questions? Contact our meeting coordinators, Paul Grant and Quentin McMullen at [Event Organizers](#).

Abstract and Speaker Biography

Bikers Gone Wild! Sturgis Rally Pattern of Life Analytics

by Evelyn Fox and Kirk Swilley, SAS

The 2020 Sturgis Motorcycle Rally has been defined as a "super-spreader" event of COVID-19 in the United States. Thousands of attendees and travelers (350,000+) were recorded passing through the small town of Sturgis, South Dakota, during the week of August 7th – August 16th. Regardless of the crowd size, contact tracing has been one of the biggest challenges for governments and organizations during the COVID-19 pandemic. As the number of gatherers grow at an event, the spread becomes exponential and almost impossible to directly track. Due to this complexity, SAS has implemented a pattern of life (POL) analysis correlated with national COVID-19 data. POL analysis is a method used for documenting or understanding an individual or group's behaviors in order to derive patterns, correlations, and insight around current or future actions. This SAS Visual Analytics demonstration uses advertising technology data from 30,000+ unique mobile devices, which records geo-locations and timestamps of devices in and outside of Sturgis during the month of August 2020. This data is then correlated with national COVID-19 records of cases and deaths at the county level. SAS has developed an automated workflow to identify key locations of interest during the rally and high-risk areas based on top-traveled locations outside of the rally dates. Examples shown display how analysis can be performed at a macro level for situational awareness, down to a micro-targeted level of investigating a known location and time period of interest. In either scenario, this analysis highlights how large-scale, indirect contact tracing can be streamlined in order to help prioritize resources, responses, and ideally be more proactive in minimizing the impact of a new "hot-spot."



Evelyn Fox is a Senior Associate Systems Engineer on the SAS U.S. National Security Solutions team where she supports Department of Defense (DoD), Department of Homeland Security (DHS), and Intelligence agencies. She has been with SAS for three years focusing on advanced analytics, computer vision, geospatial analysis, and real-time processing. Prior to joining SAS, Evelyn earned a B.S. in

Statistics at Cal Poly San Luis Obispo. During this time, she developed her skills in analytics by assisting multiple law enforcement agencies with their current analytical challenges.



Kirk Swilley is an Associate Systems Engineer on the SAS U.S. National Security Solutions team where he supports Department of Defense (DoD), Department of Homeland Security (DHS), and Intelligence agencies. He has been with SAS for two years focusing on advanced analytics, text analytics, and geospatial analysis. Kirk earned a bachelor's degree in Computer Science at the University of

North Carolina at Chapel Hill. Prior to joining SAS Kirk worked as a statistical programmer,

assisting in data management, data analysis, and report generation for pharmaceutical research.

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BASUG Contacts

Email the [BASUG Webmaster](#)

Website: www.BASUG.org
