

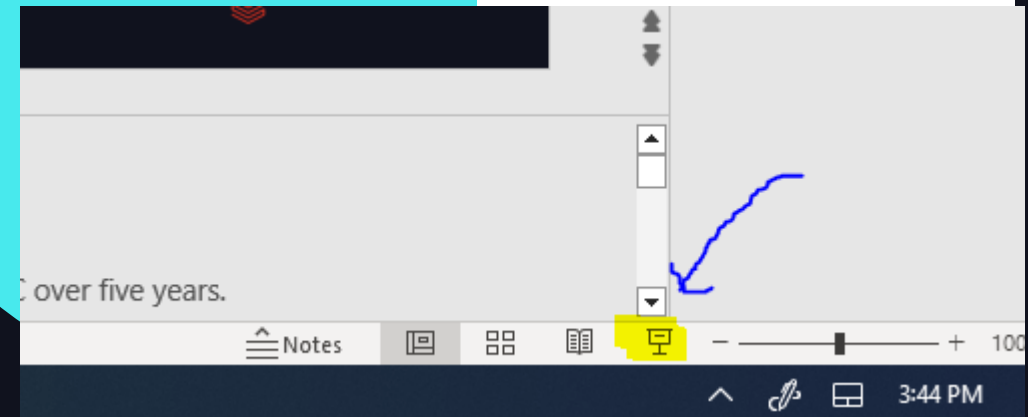
BIG DATA VISUALIZATION IN PUBLIC HEALTH

Exploring an accelerator methodology to build faster and more reliable visualization data products

Data + AI Summit 2024 – San Francisco
John Bowyer
Office of Public Health Data, Surveillance, and Technology
Centers for Disease Control and Prevention
Wed, June 12, 4:00 - 4:40 PM PDT

Per Matt Ritchey: Note on this slide that this is the template used by the conference and they have asked all presenters to use it. The comms group may comment on the appropriateness of using this template.

PLEASE REVIEW IN PRESENTATION MODE TO SEE ANIMATIONS



DISCLAIMER

The findings and conclusions in this presentation are those of the author(s) and do not necessarily represent the views of the Centers for Disease Control and Prevention.

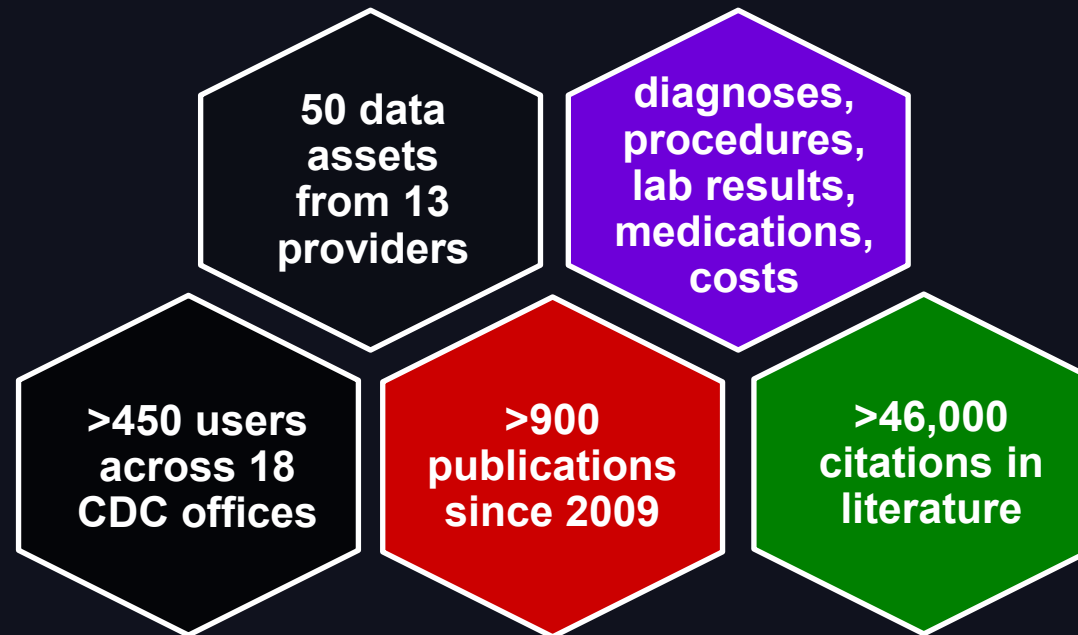
The information shared here is based on implementation experience of a CDC use case and is no way, shape, or form a direct endorsement of the product.



CDC DATA HUB HEALTHCARE DATA ECOSYSTEM



Program acquires, evaluates, manages, and supports the use of healthcare and related data sources for public health research and action—*A “one stop shop” for the agency.* Leverages Databricks within CDC’s cloud environment for data management and intelligence capabilities












PRESENTATION OBJECTIVE AND AGENDA

- Explore an accelerator methodology to build faster and more reliable visualization data products

Agenda

- 1. **Our Journey in Big Data Visualization in Public Health**
 - Process Modernization: Key changes and impacts
 - Technology Modernization: Advancements and implementations
- 2. **Example Dashboard: Respiratory Virus - Performance Insights**
- 3. **Conclusion: Achievements and future directions**

Hi, I'm John

- 1988-1992  Graduated UGA BA, Fortran Punch Cards
- 1993-1995  Southern Company Mainframe, DB2
- 1995-1997  Georgia Pacific Web, SQL
- 1997-1998  MCI Web Portals, SQL
- 1998-2001  Clarus Corporation SQL, .NET, .COM Startup
- 2001-2007  Pfizer + Pharma
(Ctr) SQL, XML, BizTalk
- 2007-2018  Microsoft (Ctr) Data Architect
- 2018- Tuscaloosa, Alabama, USA — If you know anything about the SEC ,
 CDC (Ctr -> FTE) Data Architect
Present
It's a rare thing for a UGA grad to find happiness in Crimson Tide country!

CDC DATA HUB

OFFICE OF PUBLIC HEALTH DATA, SURVEILLANCE, AND TECHNOLOGY



OUR JOURNEY IN BIG DATA VISUALIZATION IN PUBLIC HEALTH

Core components of our big data visualization accelerator methodology

Top 5 Process Improvements

Common Visualization Gallery

Standardized Agile User Stories and Recipes

Machine Readable Requirements

Standardized Data Product Visualizations

Standardized Project Management

Top 5 Technology Advancements

Common Data Models

Standardized Data Conversion

Data Quality Expectations and Synthesia

Data Product Catalog and Workflows

Data Product Lifecycle

CDC DATA HUB PROCESS MODERNIZATION

OFFICE OF PUBLIC HEALTH DATA, SURVEILLANCE, AND TECHNOLOGY

CDC DATA HUB VISUALIZATION GALLERY

Process Improvement #1: Enhancing Discoverability and Engagement

- No Intranet Dashboards
- Unmonitored Usage
- Limited Offline Formats

Engagement Challenge



- Dashboard Intranet Listings
- Usage Monitoring & Optimization
- PDF, DOC, XLSX Export

Engagement Solution



- Higher User Adoption
- Better Data Accessibility
- Data-Driven Decisions

User Outcome

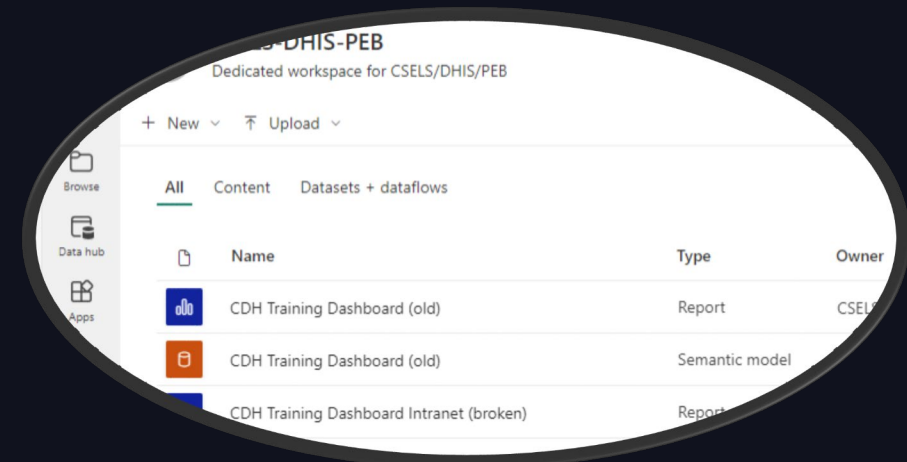


Before



After

Disconnected Power BI Silos



Discoverable, cost-effective, integrated Power BI



STANDARDIZED AGILE USER STORIES AND RECIPES

Process Improvement #2: Agile User Story and Recipe Authoring

- Old Method: 500-Page SOP
- Complex Information
- Poor Discoverability
- Expert/Non-expert Gap

Communication Challenge



- Recipe Format: Bite-sized, Visual
- Training: Regular Workshops

Communication Solution



- User-Crafted Stories
- Less Tech Dependency
- Better Process Ownership

User Impact



Before

500+ Page Document

3.1.1	Phases	308
3.1.2	Epics	311
3.1.3	Features	311
3.1.4	User Stories and Use Cases	311
3.1.5	Tasks	315
3.2	Environment and Users Patterns	315
3.3	Jobs	315
3.3.1	Job Patterns	315
3.3.2	Job Actions	315
3.3.3	Job Filters	315
3.3.4	Job Triggers	315
Processes: IDEAS		
3.4.1	Ingress Process	
	Data Load Process	
	Management Process	



After

Quick ~15-Minute Guided Recipes



CROSSING THE CHASM: MACHINE READABLE REQUIREMENTS

Process Improvement #3: Requirements Authoring Tools

- Old Methods: Sticky Note Documentation
 - Issues: Inaccessible and hardcoded
- Requirement Challenge**



- Machine-Readable Specs
 - Accessibility: Non-technical Reader
 - Version Control
- Requirement Solutions**

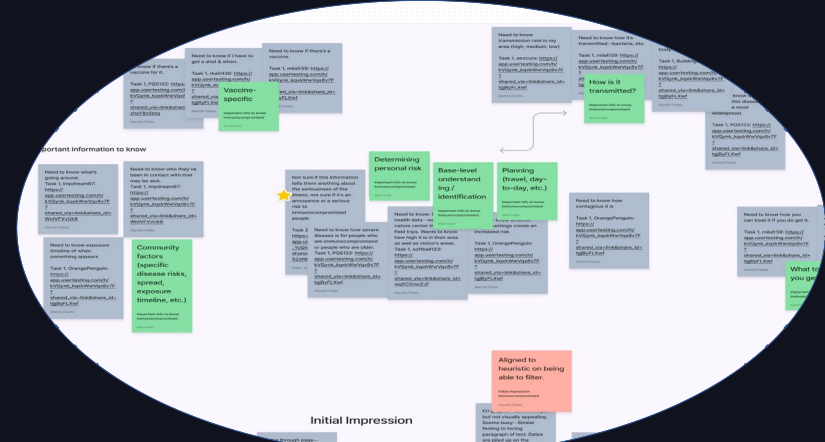


- Empowerment: Autonomy with Easier Tools

User Impact



Human-Readable Requirements



Human- and Machine-Readable Requirements

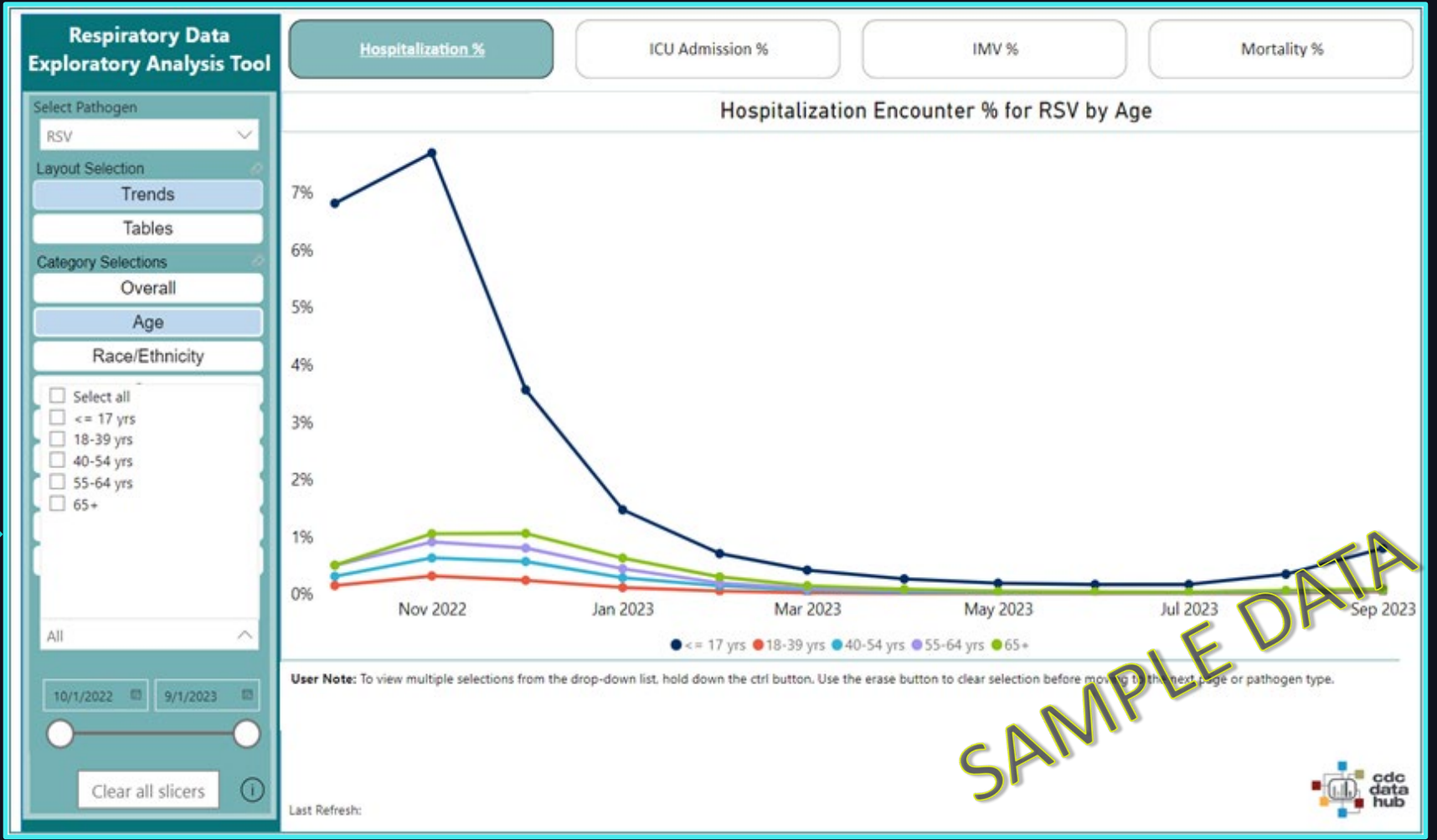
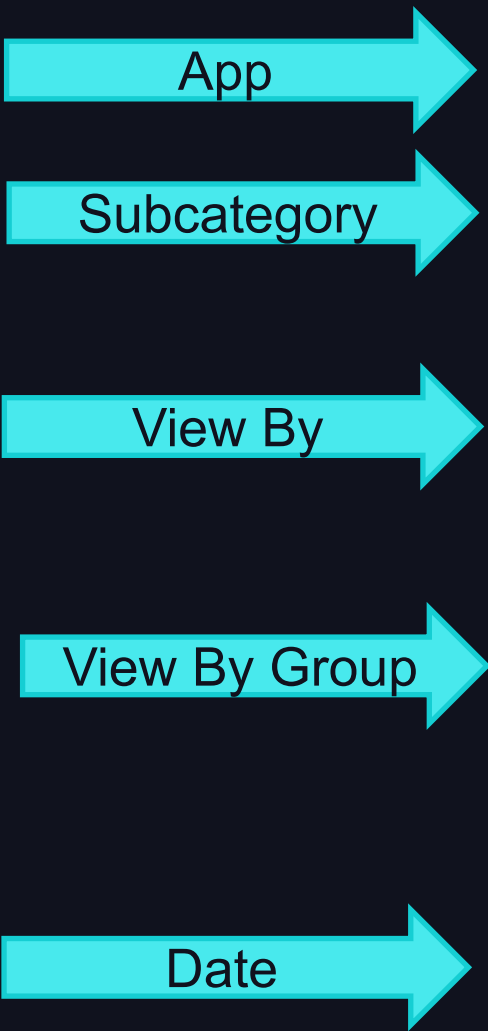
count_viewer	concept code	concept
1	i_ia_encounter_perce	Hospitalizations
2	i_icu_percent	ICU Admissions
3	i_vent_percent	IMV %
4	i_mortality_percent	Mortality %
8	i_encounter_cnt	Hospitalizations
9	i_icu_cnt	ICU Admissions
10	i_vent_cnt	Ventilations
11	i_death_cnt	Deaths
12	i_patient_cnt	Patients
13	encounter_cnt	Encounters
5	i_ia_icu_rate	ICU Rates
6	i_ia_vent_rate	IMV Rates
7	i_ia_mortality_rate	Mortality Rates
14	total_i_icu_length_of	ICU LOS
15	total_i_vent_length_of	IMV LOS
16	total_i_death	Deaths



STANDARDIZED DATA PRODUCT VISUALIZATIONS

Metric

Process Improvement #4: Streamlined and Consistent Dashboard Interface



STANDARDIZED PROJECT MANAGEMENT

Process Improvement #5: Introducing Agile Plan Authoring Templates and Tools

- Details missing
- Started each project from

Planning Challenge

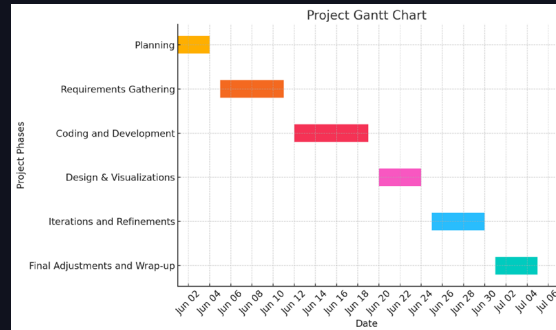


Inconsistent Project Reporting ~~≠~~

One Source of Truth – Office Linked to Jira =

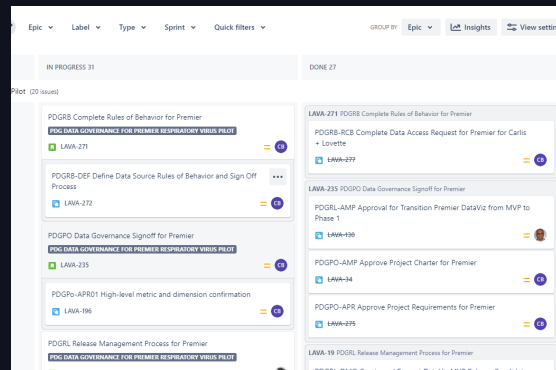
- Reused templates
- Reused naming
- Reused stories

Planning Solution



After

Tasks	Id	Jira Task	Status	21-Mar
Document	LAVA-21	LAVA-21	✓	100%
How to conduct Stakeholder Identification	LAVA-189	LAVA-189	✓	100%
How to create Project Personas and Roles	LAVA-190	LAVA-190	✓	100%
How to log and mitigate risks	LAVA-276	LAVA-276	✓	25%
How to create a Sprint Plan	LAVA-191	LAVA-191	✓	40%
How to adjust JIRA for Resource Allocation	LAVA-191	LAVA-191	✓	30%
Charter Document	LAVA-275	LAVA-275	✓	100%
How to implement Rules of Behavior	LAVA-271	LAVA-271	✓	25%



CDC DATA HUB TECHNOLOGY MODERNIZATION

OFFICE OF PUBLIC HEALTH DATA, SURVEILLANCE, AND TECHNOLOGY

ACCELERATING COMMON DATA MODELS

Technology Advancement #1: Multiple Subject Areas using Standardized Schemas

- Inconsistent and Wide Data Schemas
- Data Accessibility

Data Model Challenges



- Adopting Common Schema
- Harmonizing Multiple Standards

Data Model Advancements



- Enhanced Data Usability
- Streamlined Data Analysis
- Governance Compliance

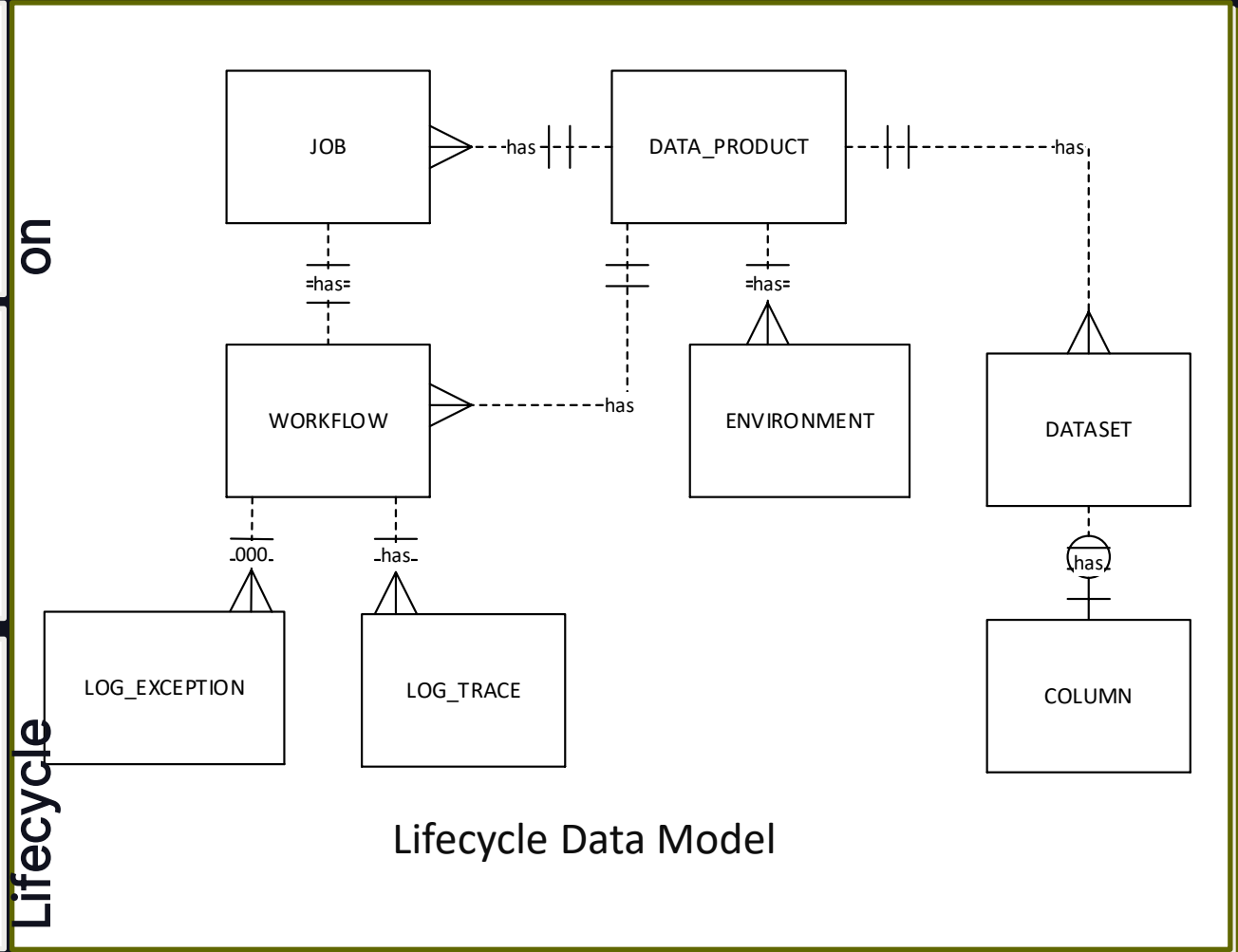
User Impact



Visualization

Health

Data Lifecycle



ACCELERATING STANDARDIZED DATA CONVERSION

Technology Advancement #2: Global Reference Data and Mapping Tools

- Custom Data Values
- Inconsistent and Custom Logic

Conversion Challenges



- Universal Conversion Adapters
- Third Party Data Mapping Providers
- Parameterized SQL

Conversion Advancements



- Increased Research Collaboration
- Enhanced Data Reliability

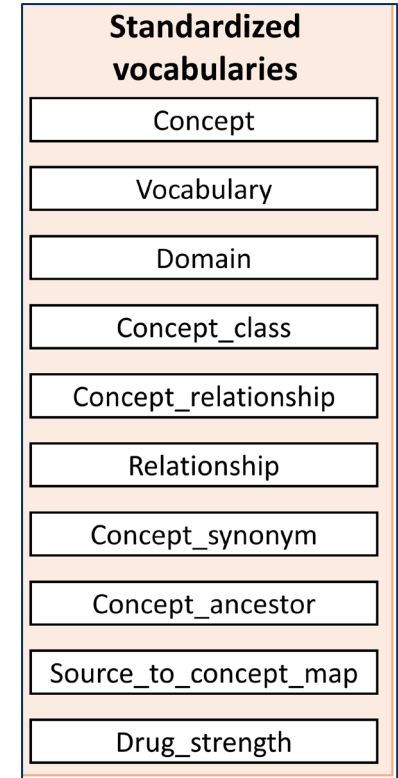
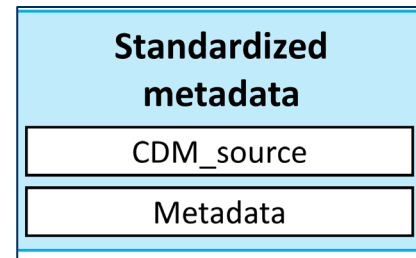
User Impact



Concept

Parametrized SQL

Model



Global Reference Data Model

DATA QUALITY EXPECTATION TRACKING WITH TEST DATA

Technology Advancement #3: Data Governance Expectation Tracking Tools

- Restrictive Data Access
- Large-scale Dataset Complexity
- Lack of visibility into data quality

Quality Challenge



- Synthetic & Real-World Data Testing
- Schema Monitoring with Unity

Quality Advancements

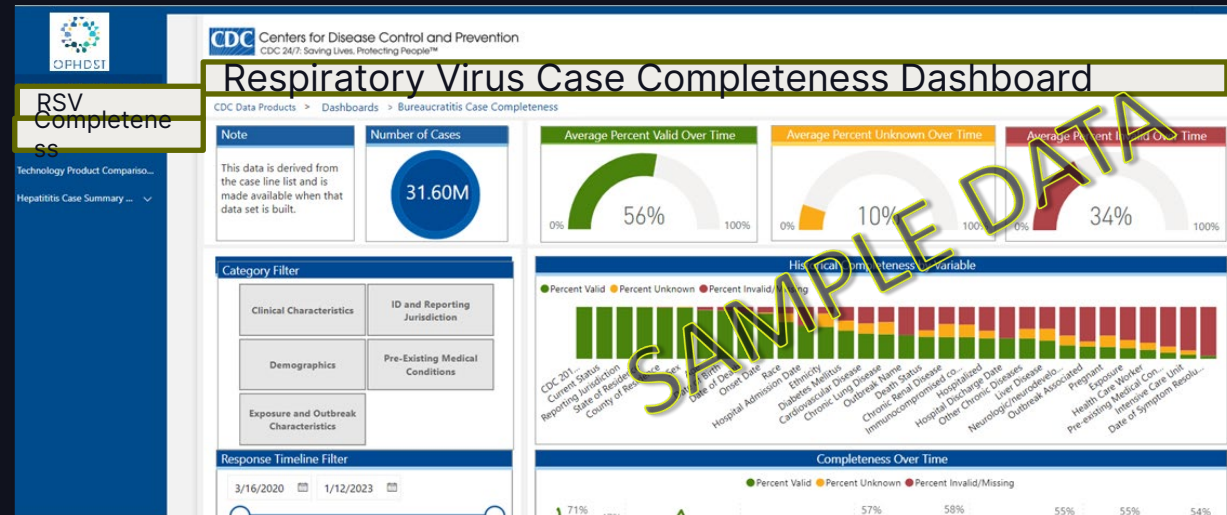


- Free, Immediate Data Access
- Enhanced Trust in Data
- Transparent Quality Insights

User Impact



Expectation Checks



DATA PRODUCT CATALOG AND WORKFLOWS

Technology Advancement #4: Prescriptive Guidance for Defining Data Products

- Lack of Guidance on data products
- No Analytical Cataloging
- Limited separation of billing and logging

Data Product Challenges



- Established Governance
- API Calls: Pass data product ID
- Partitioned Logic: Shared and

Data Product Advancements



- Findable & Accessible
- Interoperable & Reusable (FAIR)
- Multi-tenant Billing & Logging

User Impact



Data Product

Contain

Data Packages

Have

Package Datasets

- Comprehensive set of data & metadata
- Includes multiple Data Packages
- Often maps 1-1 to a database
- Collection of datasets/tables
- Metadata + Actual data
- Often maps 1-1 to a schema
- Metadata in dictionary format
- Often maps 1-1 to a table or file



STANDARDIZED DATA PRODUCT LIFECYCLE (SQL + PYTHON)

Technology Advancement #5: Data Lifecycle Management and Tracking

- Distinct processes per project for collecting data, grouping and basic analysis, and advanced analysis or ML techniques.

Data Management Challenges



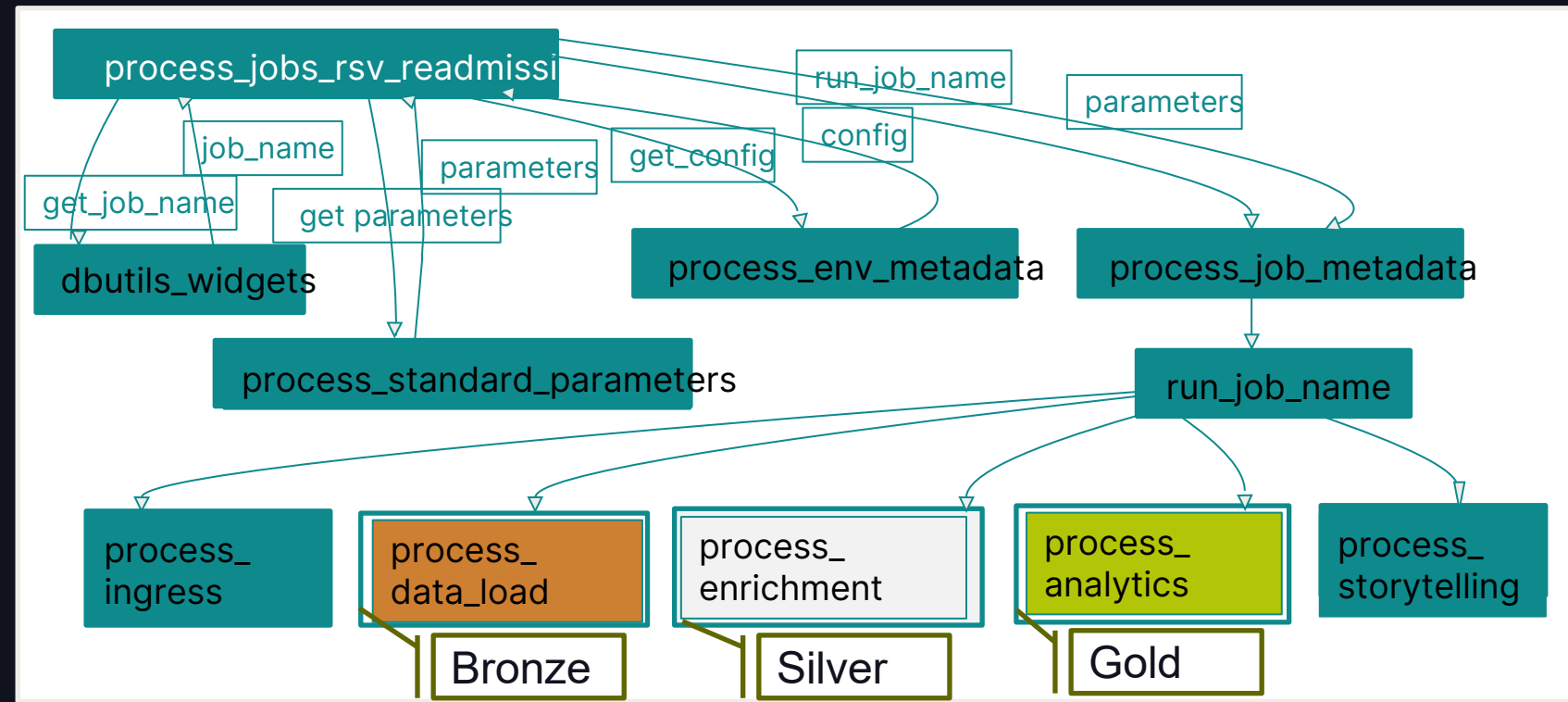
- Shared data ingestion framework
- Standardized 5 step IDEAS process

Data Management Advancements



- Timely data for critical decision-making
- Reduced complexity in data

User Impact



Workflows and Orchestration

Medallion Architecture

CDC DATA HUB CONCLUSION AND FUTURE

OFFICE OF PUBLIC HEALTH DATA, SURVEILLANCE, AND TECHNOLOGY

DATA PROCESS

Data Hub Process Improvements

CDC Data Hub Results

- Increased data quality
- Easier user experience

Based on Simplifications

- Data Structure Reuse
- Code Reuse
- External Data Reuse

Can Input Be Simplified?

- Reduce Hard Coding
- Use Global Reference Data

Evaluate for Code Reuse

- Reduce Copy-Paste Actions
- Parameterize SQL

Evaluate Visualization Tools

- Data-Driven Design
- Move >1 Buttons to 1 Filter

Can Output Be Simplified?

- Make Output Pivot-Friendly

DATA EFFICIENCY

Data Hub Efficiency Gains

As you can see, the new dashboard performances captures the same data (and then some) but with less processing power, allowing the dashboard to run faster and smoother than before.

Over **10x** performance increase per metric as demonstrated in the

demo

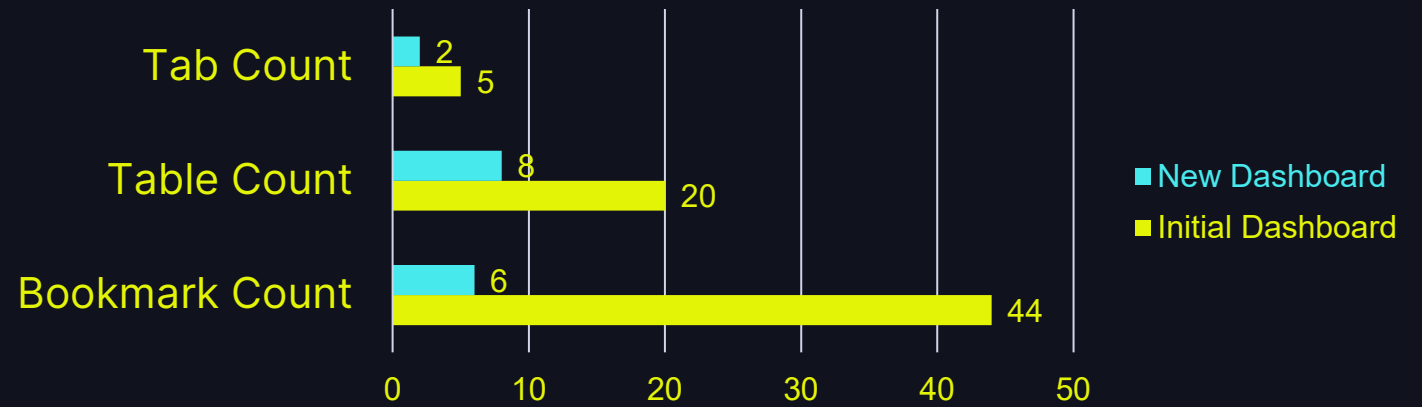
DATA AI SUMMIT

Despite expanding from 4 to over 20 metrics and expanding from 4 to over 10 dimensions, we

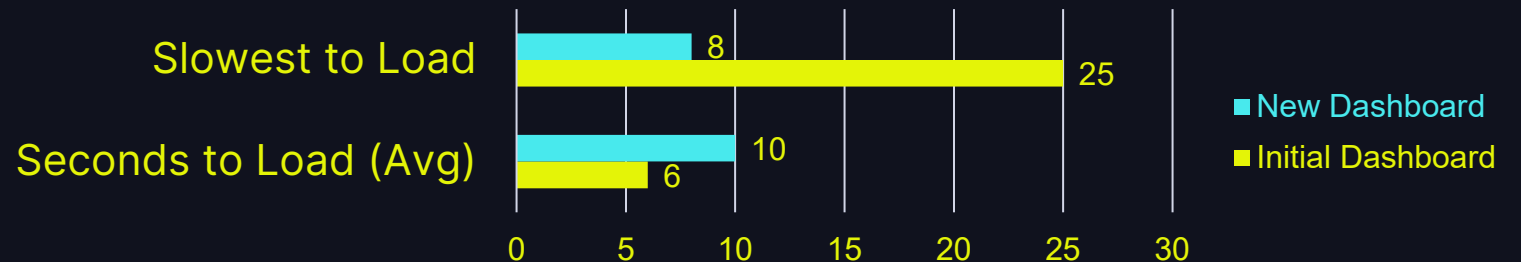
achieved
SMALLER: Up to 5x File Size Reduction



SIMPLER: Up to 7x Less Components



FASTER: Up to 3x Time to Load Reduction



CONCLUSION: KEY TAKEAWAYS

Demonstrated an accelerator methodology to build faster and more reliable visualization data products

Our Current Status

Process Modernization

- Highlighted modernization solutions in CDC Data Hub visualization processes enhancing data handling efficiency.

Technology Modernization

- Discussed advancements in CDC Data Hub's technology stack improving overall performance.

Respiratory Virus Example Dashboard

- Reviewed findings showing up to a 10x improvement in data visualization performance.

FUTURE IDEAS FOR BIG DATA VISUALIZATION IN PUBLIC HEALTH

Core components of our big data visualization accelerator methodology

Future Potential

Future Opportunities

Prescriptive Analytics

Put Conclusion in Headlines

Animate It (Charts and Maps)

Model Explanations / Driver Analysis

Make It About Them (Personalization)

AI/ML and LLM with Forecasting

Data Sharing

DEMONSTRATION

OFFICE OF PUBLIC HEALTH DATA, SURVEILLANCE, AND
TECHNOLOGY



LAVA Portal

Welcome – Introduction to What is LAVA - <https://bit.ly/cdhlava>

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

Documentation | Release Notes | Help Desk | Feedback | Privacy | **Development**

CDC Data Hub LAVA Data Products

CDC Data Hub LAVA Data Products > Home

CDC Data Hub LAVA

The CDC Data Hub LAVA (CDH-LAVA) data products provide shared resources, practices and guardrails for analysts to discover, access, link, and use agency data in a consistent way.

[Learn more](#)

What is CDC Data Hub LAVA?

The CDC Data Hub Lifecycle, Analysis and Visualization Accelerator (CDC Data Hub LAVA) makes building and deploying data products faster and more reliable through standardizing public health data processes and technology.

You can find LAVA at our short url: <https://bit.ly/cdhlava>

Getting Started With LAVA

- [View User Stories and Recipes](#)
- [View Premier Respiratory Weekly Demo Slides](#)
- [View Premier Respiratory Project JIRA Board](#)
- [View Project Excel Link](#)



LAVA Portal

Portal Sidebar

The screenshot displays the LAVA Portal interface. On the left is a blue sidebar with navigation options: Home, Data Sources, Dashboards, Reports, Modules, Tasks, Organizations, Public APIs, and Admin. The top header includes the CDC logo and name, along with links for Documentation, Release Notes, Help Desk, Feedback, Privacy, and Development. Below the header is a blue banner for 'CDC Data Hub LAVA Data Products' with a breadcrumb trail 'CDC Data Hub LAVA Data Products > Home'. The main content area features a large hero image of hands holding a glowing data sphere. To the right of the hero image is a text box titled 'What is CDC Data Hub LAVA?' explaining the CDC Data Hub Lifecycle, Analysis and Visualization Accelerator (CDC Data Hub LAVA) and providing a short URL: <https://bit.ly/cdhlava>. Below this is another text box titled 'Getting Started With LAVA' containing links for 'View User Stories and Recipes', 'View Premier Respiratory Weekly Demo Slides', 'View Premier Respiratory Project JIRA Board', and 'View Project Excel Link'.



LAVA Portal

Data sources

CDH LAVA Data Products

[Back](#)

Show entries Search:

Name	Type	Download	Upload	Status Log	Run Job
Global Reference	Databricks	Download	Upload	Status Log	Run Job
LAVA Demo	Databricks	Download	Upload	Status Log	Run Job
Premier Respiratory	Databricks	Download	Upload	Status Log	Run Job

Showing 1 to 3 of 3 entries [Previous](#) **1** [Next](#)



Upload Excel Codes Worksheet

Click the "Upload" button below to upload an Excel metadata file.

Please ensure the file follows the specified format and contains accurate metadata information.

Upload

Submit

Back

User ID: undefined



LAVA Portal

Run Jobs Online Option

Run Job

Click the **Go** button below to run the selected job

Select job to run

User ID: undefined

- Please select
- process_analytics
- process_data



LAVA Portal

Run Jobs Notebook Option

The screenshot displays the LAVA Portal interface for running a notebook. At the top, the notebook title is `_run_jobs_premier_respiratory.py`. Below the title, there are input fields for job parameters: `job_name` (set to `process_data`), `report_dd` (set to `NA`), `report_mm` (set to `05`), and `report_yyyy` (set to `2024`). A `Run all` button is visible on the right.

The left sidebar shows a file explorer for the workspace `premier_respiratory`, with folders like `autogenerated`, `config`, `data`, and `notebooks`. The notebook `_run_jobs_premier_respiratory.py` is selected.

The main area shows the notebook code with a `## Checklist to Complete Prior to Run` section. The code includes instructions to run the notebook from a specific CDH cluster in production. The `Output` terminal shows the execution logs, including the final message: `INFO:cdh-lava-core:run_install_cdh_lava_core.py:job_name: process_data completed`, which is highlighted with a red box.



LAVA Portal

Status Log

Log File

[Back](#)

Filter by Log Level:

All

Show 10 entries

Search:

Date	Service	Module	Line Number	Level	Message
2024-05-30 13:41:24	cdh_lava_core:app_startup.py	app_startup	311	INFO	ran create_app
2024-05-30 13:41:24	cdh_lava_core:app_startup.py	app_startup	320	INFO	repository_path_default:/home/developer/projects/cdh-lava-core
2024-05-30 13:41:24	cdh_lava_core:app_startup.py	environment_metadata	1276	INFO	initial parameters: {'data_product_id': 'lava_core', 'data_product_id_root': 'lava', 'data_product_id_individual': 'core', 'environment': 'dev', 'az_sub_client_secret_key': 'apps-client-secret', 'repository_path': '/home/developer/projects/cdh-lava-



LAVA Portal

Log Search Application Insights

Microsoft Azure Search resources, services, and docs

Home > Application Insights > edav-dev-cdh-appinsights | Transaction search >

End-to-end transaction details

edav-dev-cdh-appinsights

Search results

Filtered on

- timestamp > 5/28/2024, 6:0...
- timestamp < 5/29/2024, 6:0...

5/29, 6:02:58 PM - EXCEPTION
(Error: %s, ClientAuthenticationError("Operation returned an invalid status 'Server failed to authenticate the request. Please refer to the information in the www-authenticate header.'\n\nErrorCode:NoAuthenticationInformation")): ClientAuthenticationError: Operation returned an invalid status 'Server failed to authenticate the request. Please refer...

Problem Id: ClientAuthenticationError
parameter_job_name: process_analytics

5/29, 6:02:58 PM - EXCEPTION
(Error: %s, ClientAuthenticationError("Operation returned an invalid status 'Server failed to authenticate the request. Please refer to the information in the www-authenticate header.'\n\nErrorCode:NoAuthenticationInformation")): ClientAuthenticationError: Operation returned an invalid status 'Server failed to authenticate the request. Please refer...

Search results Learn more Copy link Feedback Leave preview

End-to-end transaction

Operation ID: d5217e9bb84c5ad76d4950f788919a93

▲ = Exception 🏠 = Internal 🟣 = Traces & events occurrences 🔍 = Traces available

EVENT	RES.	DURATION	
run_job_name	0	1.9 s	
run_job_name	...	1.9 s	
run_job_action	0	1.6 s	
run_job_action	...	1.6 s	
run_analytics_processing	0	1.2 s	
run_analytics_processing	...	1.2 s	
get_pipeline_list	0	844 ms	
get_pipeline_list	0	844 ms	
EXCEPTION ClientAuthenticationError			
EXCEPTION ClientAuthenticationError			
EXCEPTION ClientAuthenticationError			
EXCEPTION ClientAuthenticationError			
EXCEPTION ClientAuthenticationError			
EXCEPTION ClientAuthenticationError			
EXCEPTION ClientAuthenticationError			



LAVA Flask

Open API Specification

CDC Data Hub LAVA Flask API ^{1.0}

[Base URL: /content/f14ebb0a-f6f7-4eda-be53-b9a117d28a6b]

</content/f14ebb0a-f6f7-4eda-be53-b9a117d28a6b/swagger.json>

API Documentation

CDC Data Hub LAVA (CDH) provides shared resources, practices and guardrails for analysts to discover, access, link, and use agency data in a consistent way. CDH improves the effort required to find, access, and trust data.

[Back to Home](#)

[Config Upload Page](#)

[Config Download Page](#)

[EDC Upload Page](#)

[EDC Download Page](#)

For detailed logs, please visit the [Log File Page](#).

welcome Welcome to the CDC Data Hub LAVA API

cdc_security The security service manages security of the data products and associated services. The package contains datasets that provide critical information for the availability of the data products and associated services.

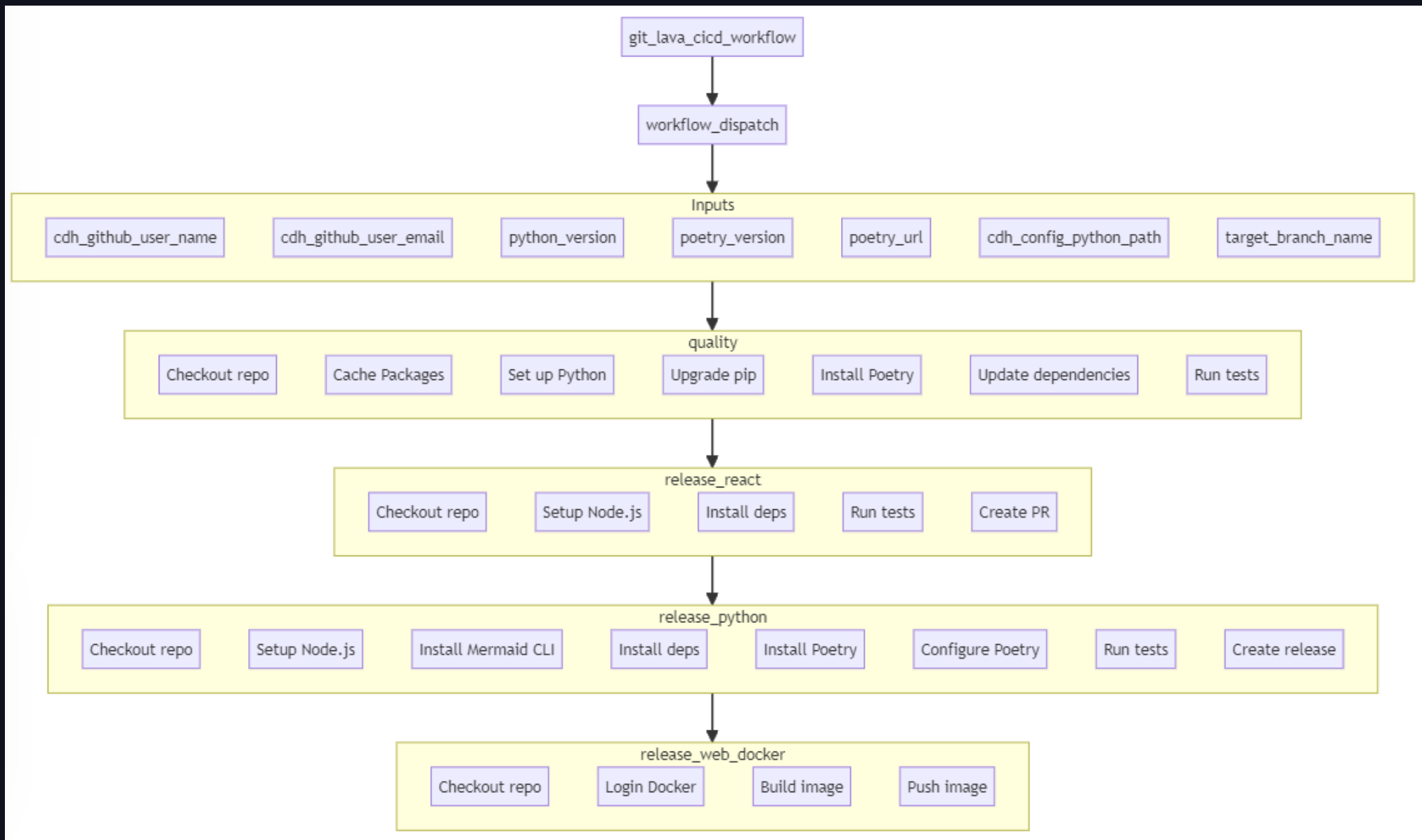
cdh_lava The CDC Data Hub Lifecycle, Analysis and Visualization Accelerator (CDC Data Hub LAVA) makes building and deploying data products faster and more efficient by automating data processes and technology.

cdc_admin The admin service manages and monitors data products and associated logs. This package contains datasets that provide critical information for the operation of the data products and related services.

GET

`/cdc_admin/metadata_excel_file_download_codes/{schema_id}` Retrieves the Excel metadata file from Alation based on the schema_id

LAVA DEVSECOPS



WHAT PROBLEMS ARE WE SOLVING

Top 10 Pitfalls that challenge data product efficiency and quality

Dashboard Drifters

- Can't find dashboards.

Death By Docs

- Documentation is too big and unwieldy

Vague Vortex

- Requirements are not translatable to machines.

Molasses Matrix

- Report navigation is slow and difficult

Phantom Facts

- Planning summaries are not tied to details.

The Pancake Stack

- Inconsistent and wide data schemas

Conversion Chaos

- Inconsistent conversion logic.

Opaque Oracle

- Undefined quality expectations

Metadata Mystery

- No analytical cataloging.

Reinvention Rocket

- Little to no ETL reuse.

OUR JOURNEY IN BIG DATA VISUALIZATION IN PUBLIC HEALTH

Core components of our big data visualization accelerator methodology

Top 5 Process Improvements

Common Visualization Gallery

Standardized Agile User Stories and Recipes

Machine Readable Requirements

Standardized Data Product Visualizations

Standardized Project Management

Top 5 Technology Advancements

Common Data Models

Standardized Data Conversion

Data Quality Expectations and Synthesia

Data Product Catalog and Workflows

Data Product Lifecycle

“

We can complete our 20+ page
Feedback Packet in 10 minutes....

”

-Matt Cole
Epidemiologist and Data Scientist
First Project Completed in 2021

“

The new process is 1000x faster
for creating standard pivots.

”

-Stacey Adjei
Epidemiologist and Data Scientist
Latest Project Completed in 2024