

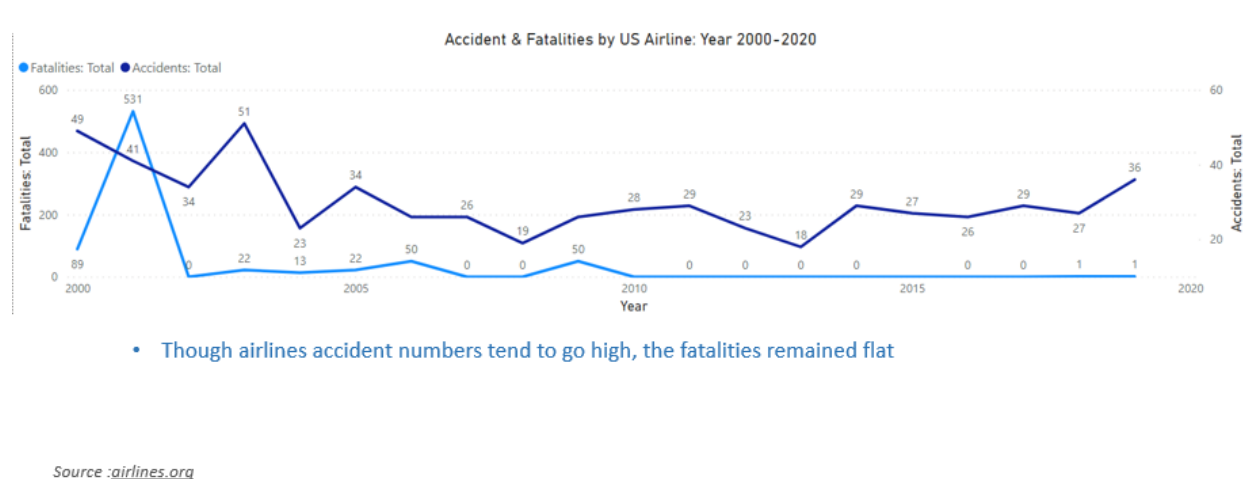
Week 11 & 12 Video presentation write up.

why you chose to present the data story the way you presented it.

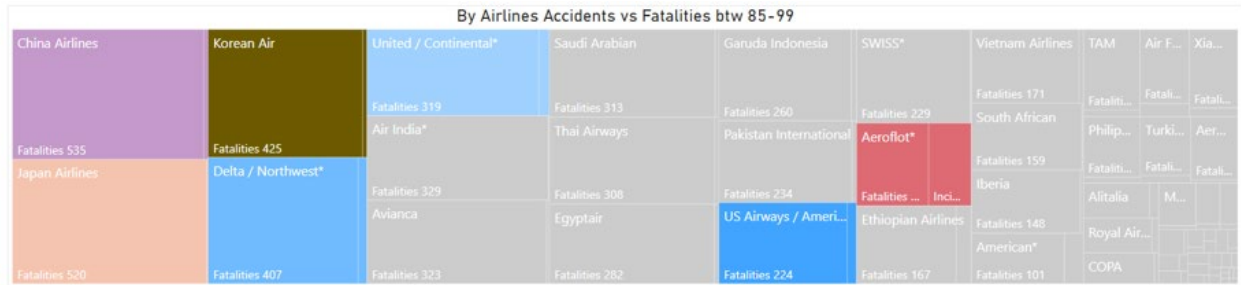
I chose to present the story in a video format, with visuals I have been working through out the course starting with the metrics of Average fatalities between airlines and motor vehicle as a tabular form. This tabular form is very straight forward and gives the contrast of how safe airlines are compared to motor vehicles with a clear caption explaining why Airlines is still the safest mode of travel, I pulled in motor vehicle fatalities and start comparing them against the airline's fatalities for the same period of 2000-2014. I chose to keep the color and font format in contrast so attention would be drawn to words the numbers.

2000 to 2014 Key Fatalities Metrics			
55.52	231	38,436.40	576,546
Avg airline fatalities per year	Total Airlines incidents	Avg Motor Vehicle Fatalities per year	Total Motor vehicle fatalities

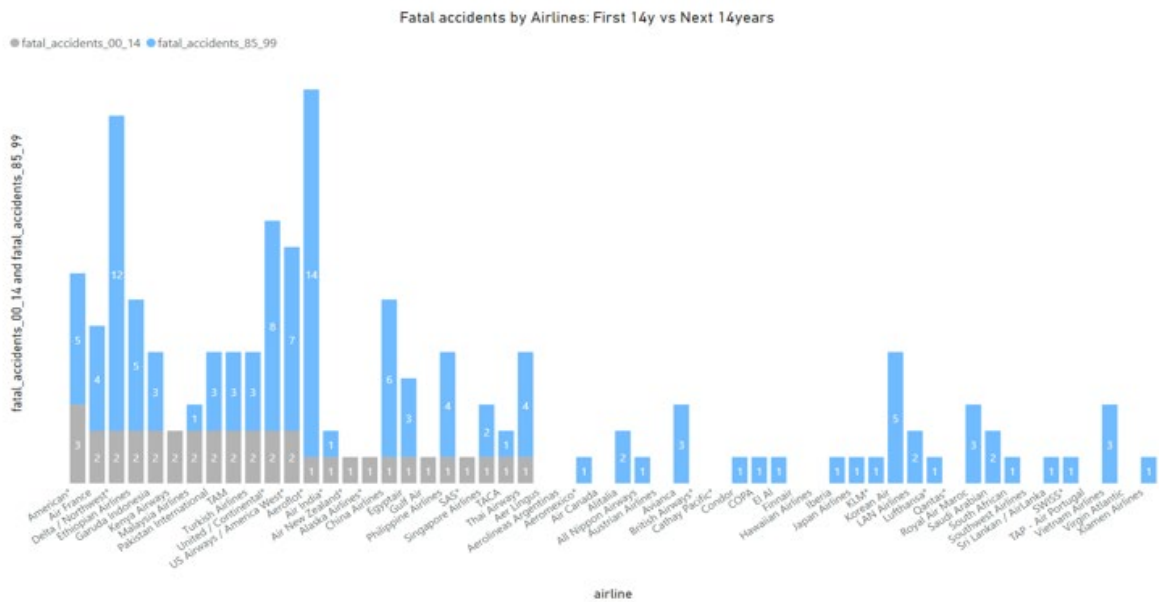
For the second part of the graph, I chose to show a line charts with clear background with light contrasting colors to show the accidents and fatalities comparison for year 2000 to 2020, showing the legends, titles and axis explanations in dark contrast colors for easy reading.



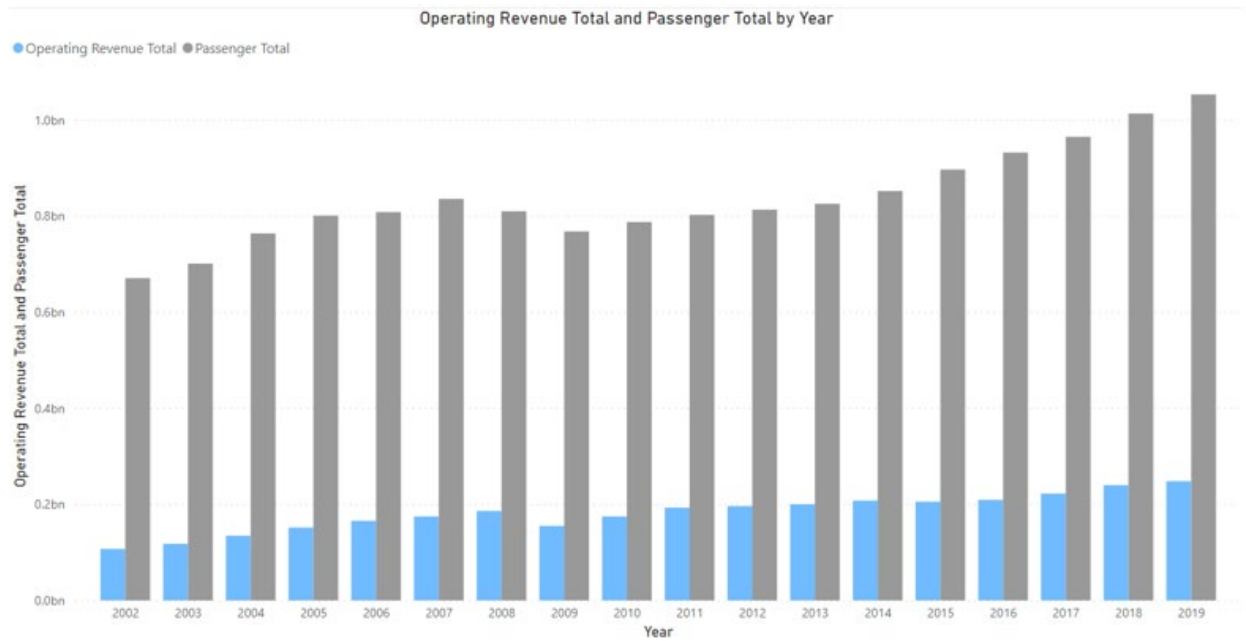
For the third plot, I used the tile charts for each individual airlines accidents in relation to fatalities, this visual helped to showcase fatalities are not directly proportional to fatalities. And I highlighted specific airless to show case the cause and effect and is self explanatory.



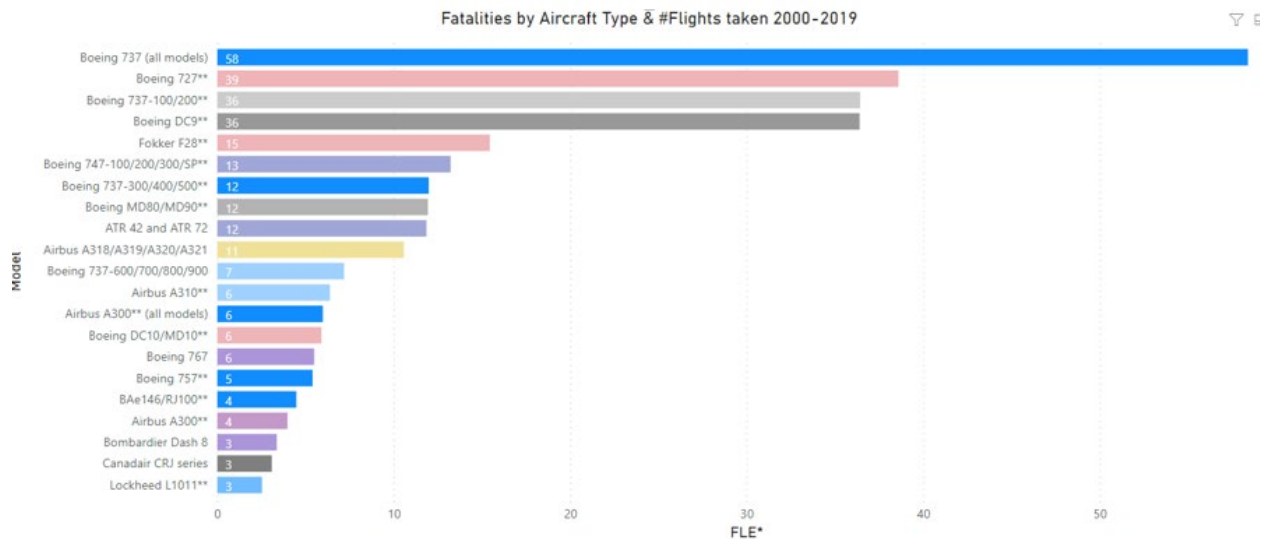
For the fourth plot, I chose to explain and compare 14years of data for accidents to the next 14years of accident rates. This is a stacked plot with light colors explaining the distinction by each airlines granularity, with an explanation of how safer airlines has become over decades.



For the fifth chart, I chose to explain the passenger volumes and operating cost of the airless for a period of 20years, to outline the comparison of how passengers have grown while operating revenue remain flat and the reason why airlines would not cut corners on safety. Again with the same color pattern and clear indication of each color and axis properties.



For the sixth plot, I chose to show case the airplane body types that has fatality rates displayed in bar charts with contrasting colors to highlight each category type. Here the fatality numbers are also displayed to get the feel of the actual bar values at the far-right justification to avoid too much details on the graph.



- what you did to prepare the data for the way you chose to present it.

Collecting different data sets that are relevant to the topic has been a challenge and after combing many sources was able to summarize the total volumes and revenue to ties to specific years, along with finding most trouble aircraft models for the same time span, so the relative time frame is common across the charts but still in line with the original data set given by the professor.

- the difference(s) between presenting the data story to a general audience as opposed to an internal audience.

For internal audience, I gave an explanation for each chart in the video presentation with specifics to what each plot is concluding, which may not be as useful or interesting to the general public, but I did conclude the video presentation with general audience in mind with overall conclusion by using the same infographic I used in prior weeks geared for general audience.

- what you would do differently if you had to do it all again from the beginning.

First thing would be to look out for a data set that would allow to do more graphs than just regular charts, may be little more technical variables for playing around.

The second would be I would relook at the choices I made in infographics, which was the only section that was challenging for me as I never did it before. But after many other classmates suggestions and their experiences, I came to know tools on the web that could help make better infographics unlike the power point presentation I made.