

TSA Write Up

Audience:

My target audience for this analysis and media is people who enjoy traveling and, more specifically, will likely be planning a vacation in the upcoming months. The people reading this travel blog are familiar with typical travel experiences and verbiage and are curious to learn more from the data presented.

Purpose:

This article uses the TSA complaint data to help put together useful travel pointers that can help guide their next trip. These include potential issues they may see at the top 10 airports in the US as well as some ways to manage these potential issues.

Medium:

For this analysis I decided to use a travel blog set up. I believe this would best reach those that are excited about traveling as well as a community that likes to share their experiences with others which was perfect for my analysis. To be reading the blog they would have already shown interest in this topic and should have a base layer of knowledge on the topic allowing for a more technical look at the dataset.

Design Choices:

For this I choose a very basic layout that you would often find on blogs online. I wanted this design to help bring focus to the visualizations that were displayed and keep attention specifically on the writing. I broke the paragraphs up into smaller chunks to help maintain reader interest and help flow with the look of the overall article. This was also a decision made with a mobile set up in mind, the shorter paragraphs help ensure a mobile user is never swimming through many many lines of a paragraph.

Ethical Considerations:

- What changes were made to the data?
 - The main changes I made to this data include the filtering, I filtered this data to focus specifically on the top 10 airports in the US. This allowed for a more pointed approach and to gain specific insights on these popular locations.
- Are there any legal or regulatory guidelines for your data?
 - Yes this data is subject to privacy regulations. It complied with these regulations with no personal data being included.
- What risks could be created based on the transformations or how the visualizations are presented?
 - The transformations used and visualizations created could lead to misrepresented data leading a reader to an untrue finding. To best navigate this I included extra background information as well as was transparent with any potential influences that may have been at play.

- Did you make any assumptions in cleaning/transforming or when presenting the data? Did you filter any data without labeling or clearly identifying that the data was not included?
 - The largest assumption that I made through the analysis was the importance of focusing on the top 10 airports listed. However this information may have caused important data to not be used and could have led to misleading results. I also decided to focus on the 2 leading causes of complaints overall at the top 10 airports. While I felt this gave a great insight in the current issues in traveling to these locations this may have again left out valuable information that could have led to more actionable insights.
- How was your data sourced/verified for credibility?
 - This is a governmental dataset sourced from a publicly available platform on GIT Hub. As it is a governmental dataset there is a high level of assumed credibility.
- Was your data acquired in an ethical way?
 - Yes this data was sourced from a publicly available platform on GIT Hub.
- How would you mitigate any of the ethical implications you have identified?
 - To best manage the ethical implications mentioned above I made sure to utilize transparency through the analysis and added extra background information throughout to help give context that is missing in the visualizations. Each visualization also had notes that helped showcase the findings from each to help with reader understanding.