

**Project Task 2**

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### **Executive Summary**

Following the success of the Power BI dashboard visualizations, I created a PowerPoint presentation for the Wolf Airlines executive committee. My goal of this presentation is to educate the executives on my findings, so that external communications may be begin.

### **Visualization Selection**

My visualizations experienced a makeover from the originals in the Power BI dashboard. I added data labels across all charts except for the line graphs. Additionally, I added a consistent color palette for quick visualization interpretation. I presented any visualizations on fatalities in black, which represents death. For contrast, I used an orange color selection for all visualizations related to accidents. I selected orange for its association with caution.

The presentation features a bold black and yellow theme. I selected this theme due to the intense and high priority nature of the messaging. The font portrays an official typewriter style, which is reminiscent of high priority memos.

### **Presentation of Plan**

I plan to communicate to the executive team that air travel is safer than ever, even in comparison to other modes of transportation. In fact, downward trends can be observed in both number of accidents and number of fatalities. I will also highlight how our specific airline promotes safety through our choice of engine, jet models, and focus on specific flight phases.

### **Ethical Considerations**

As a data science best practice, ethical considerations must be taken when working through a project. For this specific project, the data must not mislead audiences. Take for instance the 2020 Transportation Fatalities visualization, which shows that there were significantly more accidents by motor vehicle than by airplane in 2020. This may not provide the whole picture because the timeline was selected because this was the most recent data available. However, we know that the COVID-19 pandemic occurred during this time potentially impacting travel habits.

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### References

Aviation Safety Network. (2021, November 20). *Accidents and fatalities per year*. Retrieved June 18, 2022, from <http://aviation-safety.net>

NHTSA. (2020). *FARS - Fatality Analysis Reporting System*. National Center for Statistics and Analysis. Retrieved June 18, 2022, from <https://cdan.nhtsa.gov/>

*Plane crashes in USA*. (2020, October 27). Kaggle. <https://www.kaggle.com/datasets/lgalbavt/plane-crashes-in-usa>