

Project Task 3

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Blog Post

Following the success of the presentation to the Wolf Airlines executive team, I was approved to move onto the external media campaign. To begin this phase of the external communications plan, I drafted and published an important notice on airline safety on the Wolf Airlines Official Company Blog. If this communication proves impactful, I will also create an infographic and short video clip to continue educating the public on the safety of air travel and Wolf Airline's commitment to passenger safety.

Content Selections

I elected to keep my visualizations similar to those presented to the executive team with a few additional enhancements for easier customer 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.

I added symbols to three of the visualizations to promote effective audience comprehension. This was an intentional decision because this external audience may not have the background knowledge on air travel or data analysis that the internal teams possess. As the author of the blog, I am also looking to evoke certain audience emotions and responses to convey the message. To emphasize how small the number of air fatalities was in 2020, I added an image of a person holding a magnifying glass to the visual. Additionally, I added green arrows to call out the downward trends in airplane accidents and airplane accident fatalities. I selected the color green for the arrows, as green is often associated with a positive outcome, which aligns with the decreased airplane accidents and accident fatalities.

The blog features the company colors of pink and purple to remain consistent with the strict branding standards set forth by the Wolf Airlines marketing department. To compliment the colors at the start of the blog, I selected an image of our plan with a sunset background. The key elements on this image are not only the airplane, but also the safety signs that read "NO SHORTCUTS SAFETY FIRST." This signage reflects our company's stance on passenger safety.

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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

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