

Assignment 6.2 Video Presentation Supporting Documentation

Completed By: Rachel Nelson

Data Source:

airline-safety - Downloaded from: Aviation Safety Network

Supplemental Data Sources:

airline-safety - Downloaded from: Aviation Safety Network

Motor Crashes - Downloaded from: <https://www.iihs.org/topics/fatality-statistics>

Crashes Per Year/Fatalities Per Year - Downloaded from: [Statistics](#), Bureau of Aircraft

Airplane Crashes - <https://injuryfacts.nsc.org/home-and-community/safety-topics/airplane-crashes/>

2021 Crash Locations - <https://aviation-safety.net/>

Why you chose to present the data story the way you presented it

I chose to present the data using the infographic since that was my favorite visualization during this course. It was also the most audience-friendly and kept the message simple and easily digestible. The visualizations were visually appealing, and the story had a great flow. I had started with using the PowerPoint presentation that we created for the executives, but quickly found that because the audience was different for that presentation, it didn't translate well to the new audience. The new audience didn't care about things like revenue and forecasting. They just wanted to feel safe.

Preparing the data

I had to take screenshots of the infographic and also make a cover screen for the video. I also had to add in a black background since I had made the infographic in portrait instead of landscape. This was a huge missed opportunity on my part. I also had to come up with my "script", or what I would say during the video. I wanted to make sure the script highlighted each of the visualizations and progressed through the data story in a meaningful way. I also had to look up some additional statistics for good talking points that could instill confidence of the underlying message "Airline Safety is Safe".

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

Presenting the data to a general audience made me focus on the safety piece and not on the revenue or other things that the internal audience would find interesting. I also simplified the message to not include any statistical jargon or words such as regression or correlation. I presented the data as simply as I could. Also, although the message was talking about the numbers and charts, the tone was reflecting one of calmness and reassurance of safety. The message was the most important thing, and the numbers/graphs were just a way to instill confidence in that message.

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

I would have done the presentation in PowerPoint, but using the data visualizations from the airline safety infographic. That way there is more transition and more “movement” in the video and not just the static image. I would have also kept the same colors though out ALL of the data visualizations for each milestone so I could easily interchange them. I also would have done my infographic in a different size (landscape instead of portrait) if I had realized at the time I wanted to use it for the final video.