

# **Term Project: Task 5**

Video Presentation

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## **The scenario/Business Problem:**

Due to recent unfortunate airline crashes, the media has been promoting statistics stating air is no longer a safe way to travel. The news and media outlets have been bombarding the public with reports and figures about the trends of airline safety and that things are not looking good. What was previously thought as the safest way to travel, especially when compared to automobiles, is now being presented as one of the most dangerous to the public. But are any of these claims based on facts?

You work for an airline on the data science team as a data analyst and are a resident data visualization expert. You have been tasked with helping multiple groups in the organization combat this negative publicity and help tell the airline's side of the story. There is a fear internally about what this type of media coverage will do to airline sales and how it could impact the future of the company. Not only do they need you to help create some internal communications, but you will also be tasked with what is published to the public and the media.

## **Project Task 5: Video Presentation**

Your final task is to help spread the word of the truth about what you have found and represent your Airline via a short 3-minute presentation (recorded) that combines the 3-minute story and the Big Idea from Storytelling with Data in Chapter 1. The premise of the 3-minute story is that you must find a way to convey everything you need to in that short timeframe, which you do using any of the previous media that you have created or something brand new. You can choose to present a PowerPoint, just talk live in front of a camera presenting the facts or talk while presenting your Dashboard, Infographic, etc.

I chose to adopt a PowerPoint format combined with a live talk, aiming to effectively communicate my airline's research findings. This method was selected for its ability to engage the audience visually and verbally, a crucial aspect considering the nature of the external audience.

The audience for this presentation was notably different from the internal audience. While the internal audience was familiar with the industry's jargon and intricate details, the external audience, likely comprising customers and stakeholders, required a simpler, more relatable approach. This necessitated the distillation of complex data into more digestible, engaging content without compromising the integrity of the information.

The decision-making process for content inclusion was meticulous. I focused on key insights that were both impactful and relevant to the external audience. This involved prioritizing data that showcased my airline's strengths, improvements, and commitment to customer satisfaction and safety. A script was used to ensure clarity and conciseness, keeping the narrative engaging and focused within the 3-minute timeframe.

Ethically, presenting via audio imposes certain considerations. It's vital to maintain honesty and transparency, avoiding any misrepresentation of data. This integrity is crucial in building trust with the audience. Additionally, being mindful of the tone and language used is important to ensure the message is respectful and considerate of the diverse audience. Inclusivity in language and avoiding technical jargon were key to making the presentation accessible and understandable to all, reinforcing my airline's commitment to transparency and customer engagement.