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DSC 640: Week 11 & 12 Assignment

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Presentation Write-up

A presentation is an essential tool for conveying information to an audience; therefore, it is imperative to have appropriate visual aids and engaging content. The presentation was delivered from a data scientist perspective working at Delta Air Lines to the external audience about a high-level overview of the declining airplane fatality rate and the low risk associated with air travel compared to other types of transportation. The presentation opens with a problem statement to inform the audience about the origin of misinformation and how that has prompted Delta Air Lines to create the following presentation to protect its reputation. The airplane fatality rate line chart depicts to the audience the downward fatality trend, contrary to what the news and media have claimed about airplanes. The lollipop chart, along with the pie chart, was shown to illustrate the low risk of fatality when flying with Delta despite having the second-highest distance traveled per week amongst all the airlines. The bar chart of death per passenger mile across other types of transportation was to further prove to the audience that air travel is the safest mode of transportation. Additionally, the fatality stacked bar chart of airplanes and cars was included to highlight the dangerous and catastrophic nature of traveling via car. Lastly, the presentation wraps up by showing Delta Air Lines's commitment to adopting advanced technology and partnering with other airlines and government agencies to implement the latest safety regulations to prioritize safety and make comfortable traveling experiences for passengers and crew members.

The visualizations generated for the presentation vastly differed from those created for the internal campaign. The primary focus of the internal campaign was to investigate the root of the recent airplane crashes and propose suggestions to combat the issue. Meanwhile, the presentation visualization informs the audience about the low risk of air travel fatality rate and how safe airplanes are compared to others. Since the presentation required effective delivery, I generated a script to communicate the message clearly and concisely. When presenting via audio, there were several ethical considerations I had to keep in mind. For instance, I had to consider the information provided was accurate and extracted from a credible source. Additionally, I made sure to speak loudly, clearly, and at a reasonable pace to avoid misinterpretation. Lastly, I refrain from making controversial comments or sensitives jokes to show respect to the audience.