Term End Project Task-3

Blog Post

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[DSC640-T301 Data Presentation & Visualization (2223-1)](https://cyberactive.bellevue.edu/webapps/blackboard/execute/courseMain?course_id=_506364_1)

 Professor Catie Williams

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Summary of Blog Post :

Link : <https://prashantraghuwansh9.wixsite.com/my-site-2/post/airlines-the-sky-is-falling>

**Used Visualization in Blog & Reason Behind The Usage**:

* Image 1 – Aeroplane flying in between lightning- Initial Set-Up
  + - Trying to attract more blog readers
* Slide 2 - Chart Showing Total Airline Fatality Per Year During Last Decade
  + - Here I have used a bar chart to show the continuous yearly airline fatal data for the last decade
* Slide 3 - Chart Showing decreasing Airline Fatality Counts per Million Flights during last Decade
  + - Here I have used a line chart to clearly show the downward trend in Airline fatality for the last decade
* Slide 4: Chart Showing Total Road Fatality in All States
  + - Here I have used a line chart to show total Air & Road travel by years
* Slide 5: Bubble Chart Showing car fatality by states in USA on 2019
* Slide 6: Conclusion:
  + - Here I have pasted all four main chars together, to showcase the power of repetition to executives for decision making

**How did this information differ from previous internal campaigns? What were your overall findings?**

* As compared to internal campaigns, we need to keep the content of post more explanatory in simple words.
* We cant use complex charts for public posts
* Need to relate the story with a common story, so that we can convey our indirect message to the reader.
* No Need to show in public that Airlines management is worried with negative media coverages

**What ethical considerations came up when presenting to this audience or while you were doing your research?**

* During our Analysis, we haven’t used any PII data
* All Data Sets are extracted from Public Websites.
* Used Datasets have no restrictions for Academic usage
* All used Datasets are Shared by respective government bodies for public benefits
* We have listed the data source details with respectively associated graphs in each slide