**Name: Shilpa Kolekar**

**Milestone 5: Weeks 11 and 12 Supporting Document**

**Date: 11/20/2021**

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

I presented the data story by keeping general audience in mind who believe that air travel is the least safe way to travel. I chose power point as my presentation medium because it is easy for me to reach out to my audience through audio, charts/graphs, and bullet points.

**What you did to prepare the data for the way you chose to present it.**

I have chosen Tableau tool to work with various datasets. First dataset is comparison between air, rail and auto crashes This line chart is showing my audience that air travel is not only safe but it also shows crashes on rail and auto travel. Purpose of this chart is to bring my audience’s attention to air travel. Next, I chose to provide airlines data comparing various time frames. Purpose of this approach is to convey my audience further more that airline travel is the safest. My goal with this data story telling is to bring awareness to the audience with different perspectives about air travel safety, and show them different channels of travel data and crashes data to prove to them that airline travel is the safest way to travel.

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

Major difference on general audience data story telling is, general audience can be any age group and with limited knowledge about the subject, which is airlines in this case. To present my data story in front of general audience, I had to find out what different ways general audience travel, and from there which is the preferred way for them to travel and why. For general audience, ways of traveling could be any category of travel so I had to start my data story with various categories and my story should end with proving that air travel is the safest way to travel.

If I am presenting data story for internal audience, I know for sure what the internal audience’s perspective is about travelling and if I am presenting internal airline audience then it will be again different. I have chosen my internal audience as Delta company leadership audience. I have shown how airlines are safe but then I added extra emphasis on Delta Airlines. I compared Delta airlines with the overall airlines industry to prove that Delta is safer than the overall airline industry.

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

If I have to do this all over again, I would pick different topic for each milestone. The biggest problem I had was with dividing same topic in 5 parts. I was losing track of data story telling part since each milestone was done between 2 weeks of gaps.

I would also enjoy it more if I have to deal with not only different topic but different data set, that can help me with my technical skills on Tableau.

If I don’t have choice to pick different topic, I would have surely manipulated dataset so I can gain more understanding on data and also come up with new visualizations to present to my audience.