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DSC 640

Assignment 4.3 Supporting Documentation

When writing the blog post for the assignment this week, I did not know where to start. I have never written a blog post or any writing for the public before. I needed to get myself in the mindset of how I would write the blog if I was a Data Analyst working for an airline. I have read many different blog posts for my own learning and for references on assignments in this program, so I understand that I may even write one in the future as a data scientist.

I wrote the blog post in sections similar to how I approached creating the visualizations. I started with an introduction to the problem, then discussed the data, the results, and used the visualizations help tell the story. The scenario we are in for the assignment is very realistic, and one that I take a lot of personal interest in, as I assume many others do as so many people drive and probably know someone who has been in a car accident of some sort.

To create the visualizations for the blog post, I started with reviewing the visualizations from the previous assignments. I looked to see what could be changed and how they could be improved upon if they were a good match for the blog post. I used color blind friendly colors as the number of people reading the blog post could be significant and I used easier to read charts, like area and bar charts as opposed to using much more complicated charts. I wanted the readers of the blog post to understand the issue being addressed, the points made from the data and to visualize the data in a way which would help them understand it better as well as leave a lasting impression on them.