Project Task 1: Executive Summary

DSC640

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Summary

Applied Design methodologies

The design for Executive Summary follows guide **from Chapter 7: Story Telling with Data**. I chose fixed 1600x900px presentation size. Same color concepts and Design principles are applied from **Project Task 1 are applied to executive summary**. (*See link Project Task 1: Summary*)

The general idea is: **Blue** for accidents, **red** for fatalities, and **green** for indicating sales or growth of the industry/company

Story Telling Methodologies

For this part of the presentation, I focused on constructing the narrative structure of the story. The story I wanted to tell was despite of plane crash incidents before year 2000 and early 2000s, airlines is safest mode of travel around the world and U.S, Airline industry has improved after each major plane crash in the U.S and that fatal accidents and fatality rates have declined tremendously for U.S and worldwide. The goal to give recommendations on what we can do to spread this information out. I would like to mention that for Dashboard I used entire data from year 1990-2019 but for executive summary I only used latest data from 2000-2020 and 1985-1999 to present relevant background only. Slides 1-3 introduces the topic, slides 4-5 gives relevant background, 5-14 explains trend of accidents, fatalities, and financial performance and 14, 15-16 explains risks and recommendations. Slide 17 cites all the sources used.

Slide 1: Introduction page with Title and presenter name.

Slide 2: Overview of the current situation of the media, **a quick 1-2 lines overview of what my team has done to tackle the problem** and letting the audience know I will be going over my findings *(why we are here?)*

Slide 3: Objectives slide with bullet points that goes over topics and the order it is presented.

Slide 4 and 5: Uses same charts from Dashboard - **Maps and Bar chart** to show which geographic region and top airlines have highest accidents and fatalities. However, I made a minor change compared to dashboard and **only visualize data from 1985-1999. The purpose of these 2 slides were to give background and acknowledge that before year 2000 we had a problem of crashes in United States. U.S airlines were among the top 15 countries for fatal accidents and total fatalities.** This helped me setup the problem, and rest of the presentation

focuses on how airline industry has improved significantly and became safest mode of transportation.

Slide 6 and 7: Explains overall **Global fatal accidents and fatalities rates per 1 million flights** using line chart and colors explained above. Annotations are used to point out any major ups or downs in the trend.

Slide 8 and 9: Explains **U.S related fatal accidents and fatalities rates per 1 million flights** using line chart and colors explained above. Annotations are used to point out any major ups or downs in the trend and **provide explanation to major plane crashes in 2001, 2009, and 2013**. Note: This was deliberately placed like this, world statistics first and then show U.S specific so we can compare them later.

Slide 10: Uses **Bubble charts to show side by side comparison** of how fatal accidents and fatalities have declined for U.S and rest of the world. Bubble chart is used because it compares by the size of volume change.

Slide 11: Uses **Bar chart to compare total accidents and fatalities rates** of airlines to different kinds of transportation.

Slide 12: Growth of passengers per 1 million departures using Area chart. The purpose is to show **the increase demand and passengers growth for airlines**. Uses annotations to describe major events that effected it and what caused increase or decrease.

Slide 13: Visualizes passenger generated revenue per Available seat per mile in Cents (PRASM) is **industry specific** metric that indicates that airlines are generating profits. Annotations are used to explain any dips in the chart. Uses bar charts instead of line chart to avoid redundancy and bar charts are easier to highlight and bring audience attention to it.

Slide 14: This **slide compares Revenue Passenger per miles vs. Available seats per miles**. also uses bar chart to show comparison, **because ASM describes capacity of airlines for traveled miles and RPM indicates revenue generated for traveled miles.** Comparing them together shows what percentage of ASM is generating the revenue. Bar charts are easy to show percent comparison. **Also, potential risk is identified in this slide.**

Slide 15: Identified Potential risk regarding fatalities and accidents. used line charts and forecasting for comparison.

Slide 16: Recommendations were made on how to deal with media and public moving forward.

Ethical Considerations: I deliberately **put one chart at a time**, with couple exceptions to avoid cognitive load**. Color coded** everything according to the topic to avoid confusion. Double checked everything to **minimize errors**. I also added note in every slide **where I did not use 0 axis, so audience is aware of it**. In some charts I purposely, didn't include 0 axis, because

visualizing it was difficult if the number is too large in billions. All the data used comes from official government websites, educational websites, or aviation organization.

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