Kesav Adithya Venkidusamy

Bellevue university - Master of Science in Data Science

Course Name: DSC5640-T301 Data Presentation and Visualization (2227-1)

Assignment: Term Project Milestone 5 (Week 9&10)

Instructor: Dr Catherine Williams

Due Date: 08/13/2022

Milestone 5: Video Presentation

I have used MS Teams to record the video. I have prepared a power point deck to be presented and recorded using "Start Recording" feature available in MS Teams. After recording, I have trimmed the unwanted content from the video. The final copy of my video recording is available in the below link.

[DSC640_KesavAdithya_Venkidusamy_Milestone5_Week9&10_Video_Presentation.mp4](#)

What you did and why you chose to present

- **Chart 1 – Total Incidents and Fatal Accidents comparison between 1985-99 and 2000-14**
  Here, I have used bar chart to show the total number of air incidents and fatal accidents between 2 timeframes 1985-99 and 2000-14 and shown the count is decreasing

- **Chart 2 – Fatality Rate for different modes of Transportation**
  I have created bubble chart to show death/fatality rate for different types of transportation. This is to showcase airline is having lowest rate compared to other transportation types.

- **Chart 3 – Comparison between Airline and Auto fatality**
  Here, I tried to compare the fatality rate between Air and auto accidents and proved airline travel is very safe compared to automobile.

- **Chart 4 –Passenger Miles year over year**
  I have used Stacked Horizontal Bar Chart to show Increase in passenger miles across all the airline companies year over year. This is to show that people's interest to travel in airline increases year over year.

How was this audience different than the internal audience?

Basically, audience are common people who watch videos in video sharing social media such as Youtube. So, we have to keep the content of the video short and crisp so that it wouldn't be too boring for the audience. However, for internal campaigns, we have to elaborate the content in detail so that audience would understand the context better. The datasets and corresponding charts used for the video should be generic and simple whereas it can be specific to the company and complex for presenting to internal audience.

How did you go about deciding what to present? Did you use a script?

Basically, I have kept the content of the video short and crisp so that it wouldn't be boring for the audience. At the same time, I tried to convey all the messages about the safety of the airplane travel in simple layman terms which would be easy for the common people to understand.

Initially, I decided to present that airline incidents are decreasing over years which would give confidence to the people. At the same, I compared the death rate for different modes of transportation where I showcased airline is the lowest. Then, I compared the fatality rate between auto and airline accidents which gives the impression that airline is very safe compared to automobile travel. Finally, I increased the confidence level by showing the people's interest towards air travel.

I have used script to record the video to ensure the content is clearly communicated to the target audience.

What ethical considerations should you have when presenting via audio?

The following are some of the ethical considerations handled when presenting to the audience.

- No sensitive data like PII (Personal Identifiable Information) or customer information is used in the analysis
- No confidential data related to any airline company is used in the blog. All the datasets used in the analysis are extracted from public websites
- The video content doesn't force anyone to use air travel for the transportation. Rather, it just provides the suggestion and recommendations that airline travel is safe only.
- No copyright images were used in the presentation. Also, images used in infographic aren't manipulated and are presented factually.

Reference:

https://docs.google.com/spreadsheets/d/1SDp7p1y6m7N5xD5_fpOkYOrJvd68V7iy6etXy2cetb8/edit#gid=1448957446

https://www.nhtsa.gov/

https://financesonline.com/number-of-flights-worldwide/