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

During the project's initial stages, I have struggled a bit on visualizing a subject that I aimed. The Chapters in the book "Storytelling with Data: A Data Visualization Guide for Business Professionals, by Cole Nussbaumer Knaflic" helped me portray what I wanted to prove. From Day 1 of the project, I was aiming to prove that how safe is to travel in airways despite fatality history. And to prove the point "it is safe," I used a metric called "Airline Performance." The reason behind choosing the metric is "The ledger data never lies"; I have the supporting dataset which proves that the fatalities came down as a Paradigm shift and people are more interested in traveling due to modern infrastructure advancements. To present a data story, we need to have strong artifacts to convince the common audience. And the visualization doesn't need to be always a graph. It can be a thought process that is presented in infographic template.

* Supporting factor 1: Accident trend and US Carrier Safety trend is an essential factor in proving that modern-day Airlines are safe to travel.
* Supporting Factor 2: travel distance traveled by airlines per week 1985-2014 – this visualization helped me pick the most trusted Airline to travel.
* Supporting Factor 3: Airline Stocks: From a business perspective, it proved that the Airline's revenue and travel performance had increased since 2010. And it depicts that the stock price of a given airline rises if there is a technology upgrade or infrastructure upgrade or most of the customers opting for it.

The above three metrics supported proving "It is safe is to travel in airways despite fatality history." And it also confirms that wrong speculation raised by media that people are showing interest over aline alternates due to fatalities.

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

I have applied data wrangling techniques before visualizing the data. I researched, finding the suitable dataset to prove my theory. I found the revenue-based airline datasets containing Total System Passenger Revenue per ASM and Total System Airline Revenue at "MIT. Global Airline Industry Program." The data found on this website was in excel report format. I have modified the spreadsheet's data to row-based CSV. Hence it became easy for me to convert the digits to graphs. In addition to this; in tableau – I have used few arithmetic functions to aggregate data.

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

The technical aspect of data visualization demarked the general audience and internal audience. The infographic is the best way to represent the story to a broad audience. Nowadays, everyone connects to the internet and knows much of internet terminology; the Blog is the most vital fact used to present the data story. And I feel the internal audience (belong to tech industry) are more towards the complex visualizations to make better business decisions.

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

Below are the things I would like to add

* Video graphics to make the video more presentable.
* Considering colorblind and choose colors accordingly.
* The right combination of infographic and technical graphs.
* More eloquent and precise to reach the general audience.

**Data Sources:**

data.world, . (2019). BTS Airline Fuel Data by Carrier 2010-2019. https://data.world/utmlfall2019/bts-airline-fuel-data-by-carrier-2010-2019.

United States Department of Transportation. (2019). *U.S. Air Carrier Safety Data*. U.S. Air Carrier Safety Data | Bureau of Transportation Statistics. https://www.bts.gov/content/us-air-carrier-safety-data.

 MIT. Global Airline Industry Program. (2006). Airline Data Project. http://web.mit.edu/airlinedata/www/Traffic&Capacity.html.

Airline safety: [**https://github.com/fivethirtyeight/data/tree/master/airline-safety**](https://www.blogger.com/blog/post/edit/6573165392011511096/8438500131722962400?hl=en)

Blog link:

<https://asumbaraju-airlineperformance.blogspot.com/2021/07/does-negative-media-buzz-affect.html>

GIT hub location: <https://github.com/adityasumbaraju/DSC640-Data-Visualizations/tree/main/Project>

Video Presentation Youtube link**:** https://www.youtube.com/watch?v=j79aFNJMurw