**Audience –**

The target audience for this analysis/ presentation is the TSA Operations Leadership Team. This audience should be familiar with the day-to-day operations of the TSA but may not be as familiar with all the complaints or the number of complaints received.

**Purpose –**

Everyone who has flown knows how frustrating it can be dealing with TSA at the airport. This analysis will help the leadership team at TSA locations, specifically those at high-complaint airports, make improvements to their operation and help to limit the number of customer complaints they receive.

This analysis will show and emphasize patters in the customer complaints and shed light on areas of concern that could be useful when making decisions about the operation of the location.

**Medium –**

The best medium for this audience would be a PowerPoint presentation. They already know some background information about the topic, so it is necessary to use a medium that allows for more detail into the data being presented. A PowerPoint also allows for open discussion among the team, during the presentation. When dealing with an operations team, it is beneficial to allow them time to brainstorm and discuss the concerns and ideas being presented.

**Design –**

Color: The color scheme of the PowerPoint would include mainly muted colors but include strong highlight colors for crucial data/ ideas.

Text: All titles will be in bold and use larger fonts that are easy to read. The slides will include mostly visuals to show the details of the data and short notes will be added for understanding and to help with flow. This is designed to be given as a presentation of data with open discussion amongst the team. Limiting the amount of unnecessary text on each slide will allow for more of an open forum feel.

Sizing: Airports and Categories with the most complaints will be more prevalent in the data. The goal is to improve the operation in airports with the most complaints, but giving data on other locations and they type of complaints can benefit all airports.

Spacing: Enough space will be given around the visuals to ensure that the presentation does not look cluttered and is legible. Limiting the amount of text on this slide will also help with this.

**Visuals –**

Heat Map: this will help spot seasonal trends by category.

A graph of a graph

AI-generated content may be incorrect.

Box Plot: This will help to understand the variability between complaint volume distribution between airports

A graph with blue squares and black lines

AI-generated content may be incorrect.

Line Chart: Shows the trend of overall complaints over time

A graph with blue lines and numbers

AI-generated content may be incorrect.

Bar Chart: This will shop which airports have the most complaints and determine which ones need the most attention.

A graph of different shades of blue

AI-generated content may be incorrect.

Bar Chart: This will help determine the top complaint categories to determine where passengers run into the most issues. This can be beneficial to all airports and TSA teams.

A graph of a number of complaints

AI-generated content may be incorrect.

Choropleth Map: This will help highlight the regional hotspots, which airports have the most complaints.

A map of the united states with red dots

AI-generated content may be incorrect.

**Ethical Considerations –**

The data sets are publicly available and collected from TSA complaint channels and therefore should have been collected ethically.

The data was merged based on airport coded so no unnecessary or misleading changes were made to the data. Non-US airports were filtered out to limit the data to US domestic airports.

There is no personal data about the customers included in the data.