

Video Presentation Summary

Ajuni Sohota

DSC 640

The last portion of our assignment was to make a short video summing up our findings, with the audience being the public. I am used to giving PowerPoint presentations for work and for school, so I thought the best way for me to present the data would be in the PowerPoint format. PowerPoint allows you to make voice-overs for the slides, which was very useful in terms of making audio for the whole presentation. I originally tried to use iMovie on my computer, because I made two recordings of myself speaking for the first and last segments of the presentation. The voice-over option for this ended up being really complicated and I couldn't get the timing to match up with the still pictures of my visualizations.

I was geared towards PowerPoint after seeing Professor Williams post on Teams that PowerPoint was an option for making a video. I didn't think this counted as a video, which is why I tried iMovie first. Glad I saw that post! Getting the videos from my phone to properly load on PowerPoint gave me some trouble, but I ended up troubleshooting and finding out I had to reformat them to work properly on the slide. Problem solved!

I chose to present the data as though I was informing a general audience about the statistics of safety of air travel versus car travel to make the obvious distinction that travelling by air is much safer. I also gave some attention to the recent pandemic and how that had hit air travel availability hard. I used information I found on news sites to explain the odds of dying from Covid-19 contracted on an airplane flight, too, because I thought that would be beneficial for calming the nerves of those already apprehensive of flying.

An internal audience doesn't need much convincing that we need more people to take flights, as that would be the objective for gaining revenue. However, they do need specific information that results in actionable items that will drive up their revenue. They need to know who they can either get funding from or who they need to target to gain revenue by. When you're presenting to the general public, you need to make sure your information is easy to understand and in this case, reassures them of the safety of air travel. It is also important for the general public to understand why air travel is safer than car travel, which is made clear from the data that shows how many people die from motor vehicle related accidents a year.

If I could do something differently next time, I would use R a lot more for my analyses. I had a really hard time getting packages to load on my R environment on Jupyter notebook as well as on RStudio, so I had to do most of my data exploration and manipulation using Python. That is okay with me, however, I feel that I need more practice using R. What I enjoyed a lot is using Tableau to make pretty graphics. I am glad that I got to gain familiarity with Tableau and am looking forward to putting that skill on my resume!