

Name: Andrea Fox

Date: March 6, 2021

Course: DSC640 – T301 Data Presentation & Visualization

Assignment: Project Task 5 – Video Presentation

I felt the project for this course was excellent practice not only for creating visuals that follow storytelling practices, but to base those visualizations off the intended audience. The biggest theme I wanted to follow was to continue elevating the “goodness” of air travel. I wanted to show that even with the media stories that airlines are still seeing an increasing number of passengers and revenue coming in. In one of the tasks, I also made sure to call out some of the outlier stories like the disappearance of the Malaysian airliner and 9/11. For the final task I wanted to focus first on the likelihood of dying in a plane crash versus other transportation modes because I felt that would resonate more with a general audience than showing stats that airlines were still experiencing good business (except 2020). I will say I did struggle some in creating new visuals for the project tasks every week, but by making sure I was targeting the correct audience it helped immensely.

When it came to data preparation, I really did not do much in Python or R. I wanted to see if I could make dynamic visualizations without the code intervention. This meant sometimes I had to open the file and make a few changes, but really, I made sure when finding data to use I found very clean, quality data. I think I spent more time trying to find the data to go with the story I intended to tell than I did working with the data itself. We had a lot of great resources listed, which I used some that were provided but found others that I felt helped to support the overall story. I also spent more time on the design itself after I chose a method and pulled in the data I intended to show. At first, I used color without much thought and then I moved to using a specific color for the data like red for fatalities and orange for incidents.

When it came to telling the story, I think I struggled some with gearing it towards the intended audience. In some of the earlier tasks I made sure to include only positive airline facts like revenue increasing and number of passengers increasing because those are the facts that an executive or airline insider would want to know. When it came to gearing it towards a more general audience, I sprinkled in more of the comparisons between aircraft fatal accidents and other modes of transportation. With this I tried to think along what my executives want to hear and tried to align my data to that, as for the general audience I chose things that I would want to know. I think if I did this again, I would also talk about prices. For example, plane tickets are pricier, but you pay less of a price since they are less likely to crash.

If I were to go through this entire process again, I think the first thing I would do differently is spend more time on everything. I felt rushed for many of the milestones but mostly because of personal life issues not because there was not enough time given. I would also plan out what data I intended to use when to better tailor it to my audience. I would also get to know my design tools better. For example, I did not realize you could adjust the visual previews on the main page and turned in a dashboard that had white space with no intention. I learned that I could do that and did not repeat the mistake, but it would have been a good thing for me to know before starting the project.