

Course Project

Abed Tabbalat

DSC 640

The scenario/Business Problem:

Due to recent unfortunate airline crashes, the media has been promoting statistics stating air is no longer a safe way to travel. The news and media outlets have been bombarding the public with reports and figures about the trends of airline safety and that things are not looking good. What was previously thought as the safest way to travel, especially when compared to automobiles, is now being presented as one of the most dangerous to the public. But are any of these claims based on facts?

You work for an airline on the data science team as a data analyst and are a resident data visualization expert. You have been tasked with helping multiple groups in the organization combat this negative publicity and help tell the airline's side of the story. There is a fear internally about what this type of media coverage will do to airline sales and how it could impact the future of the company. Not only do they need you to help create some internal communications, but you will also be tasked with what is published to the public and the media.

Project Task 3: Blog

Now that you have given your presentation to your executive team, they have given you green light on your proposal and recommendation. They task you with getting on these deliverables right away to mitigate any other financial impact from the media. You will complete 3 external media campaigns which you will complete over the remainder of the course. A blog post that they can use to spread through online news sources, social media, etc., an infographic that can be shared in print, like in airports, as well as social media, and a short video clip with some of the important facts to help inform the public.

Your presentation and clarity of the story for these last three tasks will be of the utmost importance since the presentations will be to external audiences. External audiences that are likely not familiar or experts with your subject.

Your first task is to get the blog post out – which will be mostly in the written form, with the back-up of some visualizations. Select some of the visualizations you have already presented, determine what modifications need to be made to improve those visualizations and start drafting your story. Refer to Chapter 7 of *Storytelling with Data* for suggestions on how to frame up your blog post. Get creative – remember, you are trying to get your side of the story out and share the facts with the public!

Blog Summary:

The blog post aims to prove that flying is still the safest form of transportation despite recent concerns raised by the media. It begins by introducing the topic and highlighting the purpose of the blog, which is to dispel the myths and show that flying is still a safe mode of travel.

The first myth that is addressed is that flying is not the safest form of travel. The blog provides data and statistics to show that the average fatalities from aircraft crashes per year is significantly lower compared to motor vehicle fatalities. This is concrete proof that flying is still the safest form of transportation.

The second myth that is addressed is that flying is becoming more dangerous. The blog uses the metric of fatalities per million flights to show that the US flight incidents causing fatalities are declining significantly.

The third myth that is addressed is that United Airlines is not safe to travel with. The blog compares United Airlines to other airlines on the list of incident & fatality counts and shows that United performs well compared to the other airlines. The blog concludes by emphasizing that the data and statistics provide evidence that flying is still a safe mode of transportation and that there is no need to be concerned about the safety of flying.

The color scheme used is between orange and blue to boldly distinguish United Airlines position from other airlines. An ethical consideration would be not showing the rest of the analysis and focusing only on United Airlines as I am employed by them, and my duty is to protect my organization.

In summary, the blog post provides data and statistics to dispel the myths and show that flying is still the safest form of transportation. It uses various metrics to compare the safety of flying to other modes of transportation and to compare United Airlines to other airlines on the list of incident & fatality counts. The blog concludes by emphasizing that flying is still a safe mode of travel and that there is no need to be concerned about the safety of flying.