

Course Project

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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 4: Infographic

Your final task to help spread the word on the truth about what you have found and represent your Airline via a short 3-minute presentation (recorded) that combines the 3-minute story and the Big Idea from Storytelling with Data in Chapter 1. The premise of the 3-minute story, is that you must find a way to convey everything you need to in that short timeframe, which you do using any of the previous media that you have created or something brand new. You can choose to present a PowerPoint, just talk live in front of a camera presenting the facts or talk while presenting your Dashboard, Infographic, etc. You could also create a moving visualization like some of the time series visualizations we have seen Edward Tufte create or Hans Rosling's for example:

Presentation Summary:

In today's age, information is readily available at our fingertips, and the media has a tremendous influence on the way we perceive things. As a result, it is crucial to deliver information in the most meaningful way possible. After brainstorming, the author has decided to use a blog approach to deliver the information, as it is the most effective way to communicate with the audience without losing focus. The author believes that challenging myths and proving them false is interesting, and people are more likely to engage with such content.

While the dashboard and executive summary have more detail, the presentation aimed at addressing the public is simplified and direct. The author understands that the public may not have the same level of expertise in the field, and therefore it is necessary to keep the message clear and straightforward to ensure that all parties understand the message correctly.

The presentation's blue background aligns with the United Airlines color scheme, and the author kept things standard with the executive summary. The author also prepared the presentation in writing and added notes to ensure that the information is delivered clearly and accurately.

Although the presentation is short, the author acknowledges that more detail may be necessary to explain how the media is incorrect in their claims. This ethical consideration highlights the author's commitment to providing accurate and truthful information to the public.

In conclusion, delivering information in the most meaningful way possible is crucial in today's age of information. Using a blog approach to communicate the message effectively and challenging myths is an effective way to engage the audience. The author's consideration for the audience's expertise level and the use of a consistent color scheme demonstrates their attention to detail and commitment to delivering accurate information. Finally, the author's ethical considerations showcase their commitment to providing truthful information to the public.