

Using data collected and lessons learned from the previous tasks to create an internal dashboard and storytelling with a presentation to management, a blog was created to begin releasing initial findings to the public. This blog post is to assure the public is able to be informed of the safety of air travel despite recent tragic events. This is done by putting fatal accidents into context of other travel fatal accidents that we don't really pay attention to because it's a part of everyday life. The best that we could find is likely travel via motor vehicle, because it is so normalized that it borderlines on the mundane. It was continued to use line graphs, but enhanced with more supplementary data and on estimation in order to get more comprehensive fatality data.

The hosting service for the blog is Wix and is located at the following address:

<https://bwillis978.wixsite.com/dsc640project>

Visualization is chosen/determined by what best helps communicate storytelling points, and once more the colors chosen are to make sure that they have a lot of contrast to make it very accessible. Labels were changed in many cases in order to make certain ideas in the visualization clear.

Datasets that were added were several years of fatal accident and fatality data for Austin Police Department, in order to get a better idea of the trend of deaths. There are more fatal accidents in Austin Texas than air travel's fatal incidents according to this data. However, there are a much larger number of fatalities per fatal incident for air travel so it still remains a challenge to compare to actual scale, because we are comparing lots of global air travel to motor vehicles in a single US city.

To get a better scale comparison some basic analysis is done to compare fatal accidents and fatalities of the Austin PD, which says about 1 fatality per accident. Using this as a minimum we can then scale up to the rest of the US through the Fatality Analysis Reporting System (FARS). The FARS system can give a count of fatal accidents across the US. With all of this we can then just use the minimum of 1 fatality per accident in FARS, which would be underreporting possibly, but it does at minimum put the fatalities in air travel into context. When comparing the minimum number of fatalities from motor vehicles against the air travel fatalities, again motor travel is many times more dangerous and has many more times as fatalities.

It follow the same storytelling for the most part as the presentation from management, with just more data provided by APD and some other small enhancements to the data set to make it easier to operate in Tableau.