This is the last presentation that is being created for this project effort, with that I hope we were able to achieve our goal of better informing the public. The recent tragedy could have possibly negatively affected the air travel industry, but this campaign was organized in order to calm and assure the public of the safety of air travel.

The reason why it was chosen to be a video created from a powerpoint was mostly a functional choice, in order to make sure that the message was directly being communicated. With fewer distractions and clear concise messaging, our hope is that we make our point and the audience is able to digest it easily. As well my personal skills increating a presentation such as Hans Rosling’s video as an example is out of my skill set and would take too much time to attempt. For storytelling it was decided that we would go with a basic story of how accident rates in air travel are low but they are even trending down because of constant improvements over the decades. Then trying to find a way to communicate that air travel isn’t dangerous even with a higher number of fatalities per fatal accident. This is done via a comparison to something mundane like driving, which has a lower fatalities to fatal accident rate but accrues a much higher fatality count. By this comparison we show that there are a lot more fatal accidents and fatalities in driving, even though the FARS data that is used is only reporting from the US whereas the air travel data is international. The point here isn’t to scare anyone away from driving, but to merely put into perspective the safety of air travel.

The data that was chosen is from the initial air travel safety data, from the Austin Police Department, and the Fatality Analysis Reporting System (FARS) which reports only fatal incidents in the US. The data is manipulated in such a way to account for some of the data not having fatality counts and just as a record of the accident being fatal. The Austin Police department is broken down into a number of fatal accidents and another set that aggregates the number of fatalities, which is reported by the APD. The FARS data is broken down into a count of fatal accidents, and really what would be a minimal number of fatalities since the ratio to fatal accident to fatalities for driving is very close to 1:1. It has been cleaned up by a well defined script to remove some fields that aren’t needed and would only make the file size larger, and to make it clearer in the visualization dataset what variables are relevant by removing duplicates. Other fields were added in order to allow for classification as well.

The difference between presenting this data story to a general audience as opposed to an internal team is that the visualization need to be more simplistic and digestible. There are visualizations that are likely alright to use for internal teams by relying on their knowledge of the subject and even possibly the data. For example, histograms are simple but might require some basic explanation for general audience, and there are more complicated ones such as box plots that would explain a lot but require a lot of explanation. As well an interactive dashboard that is more dynamic for further investigation would be helpful, but wouldn’t help with a general audience. So the general audience must have the most simple direct visualizations that don’t require explanation.

If I could do it all again from the beginning, I would spend more basic data cleansing and maybe figure out a way of aggregating the data, or summarizing the data in a new data structure rather than using the provided data structures that are implicitly there and just joining them. It would be a lot cleaner and hopefully would be more clear, and likely would be much easier to operate on.