Bobga-Herman Gwanvoma

Bellevue University

DSC 640 – Presentation and visualization

Professor Benjamin Schneider

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Summary Paper (250-500 words)

**Audience, Purpose, and Medium:**

The target audience for this analysis is the tourism board of Isle Paradiso, a small island nation reliant on tourism. The purpose is to leverage data to identify viable new flight routes that can boost tourist arrivals and diversify the tourism market. The medium chosen is a slide deck presentation, using static images generated in Python. While an interactive dashboard (PowerBI or Tableau) would offer greater exploratory capabilities, a slide deck is more suitable for a formal presentation and allows for controlled storytelling.

**Design Choices:**

The visual choices were driven by the need to clearly communicate complex information in an accessible manner. Line charts are used to show trends over time (tourism growth), bar charts to compare regional contributions, scatter plots to explore relationships between socioeconomic indicators and tourism interest, and heatmaps to highlight correlations. A simplified map of airport distribution provides geographical context, while a box plot summarizes flight route costs. The color palettes were selected to be visually appealing and consistent.

**Ethical Considerations:**

1. **Data Accuracy:** Synthetic datasets were created for demonstration purposes and may not accurately reflect real-world conditions. It's crucial to use accurate and reliable data sources in real-world applications.
2. **Bias:** The analysis should be free from bias. The socioeconomic indicators used might not fully capture the nuances of tourism potential in different regions.
3. **Transparency:** All data sources and methodologies should be clearly disclosed to ensure transparency.
4. **Privacy:** No personal or sensitive data is used in this analysis. If real-world data were to be used, privacy considerations would be paramount.
5. **Potential Impact:** Expanding tourism can have both positive and negative impacts on the island nation's environment and local culture. The tourism board should consider sustainability and community involvement in their decision-making process.
6. **Misinterpretation:** Visualizations must be clear and easily interpretable to avoid misrepresentation.
7. **Fairness:** The distribution of benefits from increased tourism should be fair and equitable across the local population.