Four questions I want to answer are: why I chose to present the data story the way I presented it, what I did to prepare the data for the way you chose to present it, the difference(s) between presenting the data story to a general audience as opposed to an internal audience, and what I would do differently if you had to do it all again from the beginning. To begin, why I chose to present the data story the way I did. First, I wanted to give the audience something well all can relate with: Cars. A lot of us drive cars to work, store, gym, and so on. I wanted to give the viewer a glimpse of statistics on car accidents vs airline. The viewer can see deaths via airlines are declining year in and year out. The next is presented showing a more detailed view of airline fatalities. The visual also gives the viewer a sense of terrorism or anything similar is rare. The line is also added to enhance the view of deaths declining. The next slide has the visuals enhanced to draw the viewer the next two graphs. The left graph is showing how many airline incidents there are in each timeframe. But also, it shows that fatal incidents make up a small portion of the accidents. The graph on the right shows that in general incidents are declining across timeframes. This is to help the viewer to be at more ease. Lastly, the last slide is to give another perspective and put the viewers at ease. 0.7 death rate per billion! To prepare the data, I needed to come up with message I wanted to convey. My message was: To convince the viewer that air travel is a safe way to travel. To do this, I didn’t need to know each airline’s specific values, just a running total. Same for cars; not all states but a total amount. Doing this with data looks at the broader picture. The differences between presenting to general audience versus internal audience are the following: General audience has small amount of time to listen or read your presentation. Thus, quick, concise, beautiful graphics are key. Internal audience you will have more time to present. Another difference is that internal audience may have more technical knowledge than general audience. You could go more into detail about anything technical. Lastly, an internal audience is going to want to see how this message is hurting profits and a reason why the narrative needs to be changed. Changing people’s mind is tough but reaching enough people could help change narrative. To conclude, I would explore more of Python to get more eye-popping visuals. Also, I wish I would have explored more datasets to see if different types of visuals can be created. Lastly, with the terrorism attacks over the last couple decades, I would explore a terrorism situation. I would convey a message that don’t be afraid to fly based solely on the possibility of terrorism; these attacks are rare. I might explore how flying could save time for those long-distance travels.