Presentation Summary

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Data Presentation and Visualization

11/15/2022

Finding the audience is complex. When you think about the internal audience, you have some idea of who will be listening. The audience that I am trying to reach is the everyday person. That person could be a potential investor or consumer. I decided to go for the investor and consumer. This decision helped me come up with a plan.

I decided to go with a Power Point presentation. Power Point has an amazing recording feature that goes great with a presentation. It was important to touch on two main points. Can I retain investors from dropping their funding to airlines, and can I prove to the average consumer that it’s not dangerous to travel by plane? To do this, we have to discredit the media depiction of airlines being dangerous.

I picked five visualizations with the first two pointing out that airlines are indeed safe. It might be the safest form of transportation. The next two are to show that people who are flying and the airlines profits are increasing post COVID. In other words, the media is not impacting the increase in travel and revenue. This accomplishes two things. First, it shows positive trends to the consumer, and it shows profitability to the investor. After all, profitability could be dire to an organization’s survival.

I did not use a script for the presentation, but I used advice given from an article during the course. This article explained that we should touch on three main points and no more to not confuse the audience. Those words are integrated into the presentation itself.

There are a few ethical considerations to consider. First, the audience could misinterpret my words if I am not consistent. How often do you hear speeches that make matters worse? Next, did I convey the right information? The strategy was to focus on investors and consumers, but this could backfire. Maybe it was better to focus on the consumer rather than both. Lastly, the presentation is only three minutes long. Is this enough time to convey the right message? It reminds me of an elevator pitch to the CEO. It’s fast paced and to the point.