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Assignment: Week 11 & 12 Project Task 5: Video Presentation Supporting Docs

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Why you chose to present the data story the way you presented it?

To be honest I was not sure how to present the story. I was not sure if doing a video with me in it or presented a PowerPoint was the best way to go. I thought about everything we learned in the class. Plus, my company during our Learn and Develop week brought in a presenter that talked about all the different aspects of a presentation and it was more PowerPoint centric. Telling a story or wrapping your presentation in a story. I thought about doing a dramatic made-up story, but that sounded too much like fear mongering. I was looking at a few TED Talks and Ric Elias TED Talk came up. I integrated his story into my presentation. It is not my own but it provided me the starting point to go into a subject about safety and why it matters.

What you did to prepare the data for the way you chose to present it.

I played it safe. I changed a few of the charts. Since we are presenting to an audience that is public so information cannot be too detailed. I thought of doing a hybrid with some infographic and some bar charts to keep it simple. I included donut chart as well. All my charts and data were simple using my presentation to convey the information with some reading.

My whole idea was simple in every term. Not too many colors, just enough detail and not a lot of text, so not a lot of reading. Because I wanted the audience to listen to what I was saying. I wrapped everything in a story that flowed. I move the slides around so many times to get it just what I felt was a good flow. I avoided using any acronyms so the idea that I was trying to project was the idea that got through.

The difference(s) between presenting the data story to a general audience as opposed to an internal audience.

There is a pretty big difference between the two groups. Internal audience will ask questions. They might request more details on the numbers. There might be subject matter experts in the internal audience. Those subject matter experts might have better insight or want to question how the numbers were derived. Internal audience will be more vested in the presentation compared to the general public who is just looking for information.

The general audience is usually there to gather information. You don't want to bore them with all sorts of detail numbers. That they might have to write down. Or force them to read your slides which means they are not listening to your message. The voice and message are what makes the presentation. They can always get whatever information you have on your slide deck from a download.

What you would do differently if you had to do it all again from the beginning.

This is such a good question. I would spend more time with the data. Learning about it looking at different source. Eleven weeks seems like a lot of time. But you are not living the data. What I mean by

that is you don't know the ins and outs of the data. I work in the financial sector so when I am not doing work I am reading interesting things about the industry. In the case of airline safety, I would be reading industry journals or understand what new tech Boeing and Airbus are working on to solve common human errors. Looking at travel sites with airline related articles. Reading about the many hours that pilots spend training and what conditions they train for. Every industry has a print or media site to visit. Plus having access to your own companies data is big difference.

In closing I enjoyed working with the data. I started learning more about airline safety but that was after spending the eleven weeks. Before that it seemed a little boring. But I found travel articles and research as to what airlines do and why. I enjoyed working with the data.

Supporting Documentation for presentation and write up.

Reference:

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<https://www.travelandleisure.com/travel-news/when-most-fatal-accidents-occur-on-flights>
3. Elias R. (March 2011) "3 things I learned while my plane crashed". From TED Talk.com
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4. Statista. (October 12, 2021). "Number of flights performed by the global airline industry from 2004 to 2022". From Statista.com.
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5. IATA. (August 3, 2021). "Airline Industry Statistics Confirm 2020 Was Worst Year on Record" From IATA.com. Press Release No. 55.
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6. Flight Safety Foundation (July 2021). "Aviation Safety Network". From Aviation-Safety.
<https://aviation-safety.net/database/legend.php>
7. United States Department of Transportation, Federal Aviation Administration. (November 2, 2021). "Air Traffic by the Numbers". From faa.gov.
https://www.faa.gov/air_traffic/by_the_numbers/

Excel Files Use:

- Airline_Revenue_Fees
- Montego_Revenue_Expense
- Fuel_Other_Expenses

- Airline_Fees
- Aviationsafety
- Car_related_fatalities_per_year