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DSC 640 Data Presentation & Visualization

Project Task 5: Video Presentation: Summary

The video presentation is the concluding piece of this project, and the primary purpose of the video is to tell the "3 minute story" of the airline safety data.

Visualizations

For the video presentation, I am carrying over the concepts from the infographic created previously. I liked how the infographic was a culmination of the prior six weeks, and since this video is also geared for a more general audience, I thought it was the perfect way to keep building on that concept. To do that, I had to re-construct my infographic data and visuals so that they were better suited for a more widescreen aspect ratio of video presentations.

The visual information here is less bar chart-y than previous work for the course, and concentrates more on BANs and other captivating ways to show off how low fatalities from airlines really are versus those from automobiles. One of the stories to be told to counter the narrative that it is unsafe to fly is that it is actually getting *more safe* to fly according to the statistics. The first set of visuals show how airline incidents, fatal accidents, and fatalities are all decreasing.

The second metric I wanted to specifically call out was information showing the more recent deaths from Boeing's 737 MAX aircraft. The fatalities from this particular aircraft came from two different flights less than six months apart, each from different airlines. Their common bond is the flaw in the aircraft's hardware and software system (MCAS) that automatically control the pitch of the aircraft if it detects a stall position. Not long after the second crash of a 737 MAX aircraft, the entire fleet was grounded. This piece of information is important to show that yes, recent incidents have happened, but these crashes are not typical, and explains exactly what caused them. The purpose is to show proof and evidence to help allay fear of flying.

The next metric displays the total of all airline and automobile fatalities over a thirty year period, and features both graphically and numerically that airline fatalities make up only **one half of one percent** of the total.

The last three metrics are the odds of dying in automobile crashes versus airplane crashes, with data coming from the National Safety Council. I thought this was a very effective way to catch people's attention.

Video Design and Methodology

This video is meant to be consumed by the general public and similarly to higher-ups in a corporate setting. The video should be equally as welcomed at a short TED talk and also as a quick pitch to relevant decision makers, therefore my main purpose was to really simplify the data presentation as much as possible while at the same time make it visually captivating and eye-catching. Per the instructions, "*The premise of the 3-minute story, is that you must find a way to convey everything you need to in that short timeframe.*" I really wanted to get to the heart of the matter of the data story: flying is still safe, and here are the reasons why.

From a visual standpoint, I chose to carry over the work done on the infographic because I envision this entire project as branding to reinforce the data that shows that flying is still safe. With this in mind, I wanted a visual presentation that could help reinforce something that perhaps they have already seen before (the infographic).