Project Task 5 Supporting Documentation

For this task, I wanted to tell a more casual story similar to my blog post to encourage the general audience to have confidence in the safety of air travel. I started with the classic Beach Boys song to capture the audience’s attention and have them feeling the desire to fly on a plane. I used a modified infographic from Task 4 as my primary means of going through the information. I used the feedback from the professor to reduce the number of graphs on there and present the high level and most important takeaways from the graphs that I removed. The information below remains the same from Task 4 but presented in a different way. I used some of the same graphics and chose the same colors as they seem to work well in the previous task.

* U.S. Airline Enplaned Passengers - Shows the growth in number of passengers over the years.
* Consumer Airline Expenditures 2010-2018 – Shows how much is being spent on airline travel.
* Top U.S. Airlines 2000-2014 Fatalities – Shows number of fatalities for the top 4 U.S. airlines.
* U.S. Airline Accidents from 2010-2014 – Shows number of fatal and non-fatal U.S. airline accidents.
* U.S. Auto Accidents 2000-2014 – Shows number of auto accidents broken down by fatal, injury, and property damage only.
* U.S. Airlines On Time Arrival Percentage – Shows on time arrival percentage for U.S. airlines.

This storytelling again is more casual, general, and laid back for the general audience. If it was internal, I would likely include more specific details about my company, the industry, and our competitors. Also, financial implications and perhaps some forecasting may also be included as those would be important to management to help in their decision-making.

If I had to do this all from the beginning, I probably would have practiced more and written a script. Also I really liked Hans Rosling's 200 Countries, 200 Years, 4 Minutes - The Joy of Stats - BBC Four, 2010, YouTube. It was very engaging and lively and captured my attention. He used video, graphics, animation, and props to tell an entertaining yet very informative story regarding the quality of life compared to income levels. I think that is a sign of great story telling if the audience can take away certain aspects of the information that was conveyed. Another excellent sign of successful story telling is if we can motivate the audience to do something. Unfortunately, I am not sure if I was able to convince or persuade the audience to book a ticket in the near future. Additionally, I could have added better graphics or maybe evaluated other statistics to use for this presentation. It would probably have helped if I practiced it with a small audience like my family and asked for feedback. They would have probably been able to give me some useful advice to improve the presentation.

References:

https://catalog.data.gov/dataset/accidents-and-accident-rates-by-ntsb-classification-1995-through-2014-for-u-s-air-carriers

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https://cdan.nhtsa.gov/tsftables/tsfar.htm#

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Silver, Nate. "Should Travelers Avoid Flying Airlines That Have Had Crashes in the Past?" <https://fivethirtyeight.com/features/should-travelers-avoid-flying-airlines-that-have-had-crashes-in-the-past/>

Difference Engine: Up, up and away. Retrieved from <https://www.economist.com/babbage/2013/01/07/difference-engine-up-up-and-away>

Github Repository: https://github.com/cvibanez/DSC640\_Project