

**Project Task 3: Blog Post**

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### Project Task 3

The blog post created follows a semi-informal tone. The nature of blog posts is for them to be different than an article or a paper, hence the decision. Additionally, the blog has approached the theme in a way that displays the media concerns and the findings discovered. There are three visualizations that contain two line charts and a pie chart. These two were selected as they are the easiest to read and understand. The information provided in this campaign is slightly different from the other data. The charts are simplified and separated to contain one focus point. For example, the line charts originally were combined into one but are separated so that the read can see the two different metrics. Additionally, pie chart displayed the value as well as the differentiating sizes to be thorough. This chart was a bubble chart prior with the leading cause just highlighted by size.

This blog post required thinking from a different perspective and showcasing the data in a higher level. The main difference seen is this method of presentation is to speak on the facts without getting lost in the details. This post also presented the action the airline was going to take to further address the issues at hand. Some ethical considerations taken when creating the blog post were addressing the timeline of the data. The data is only up until 2021, so there is a note that there will be additional data in the future. Also, the source of the data could be questioned but it is mentioned that it is from our own analytics team.