Gabrielle Beinars

My favorite task that I created over this course was the website, but I had some trouble brainstorming how I could use this for the presentation, so I tried to think of ways that I could incorporate it through a powerpoint. I decided that the best approach would be to use the power point executive summary as a template for the final presentation, and then I updated this to include the visualizations that I think best tell the story that I want to tell. This way, I could reference the website during the power point. I wanted to make sure that I was using a variety of visualizations as there was so much I've learned over the course and wanted to show this in the presentation.

To prepare the data and presentation, I started by pulling up all of the completed tasks thus far, reviewing each visualization, and writing in a blank document what the main takeaways are. Then from this point, I selected the visualizations I created, that best told the story I wanted to tell. I focused a lot on the flow of the story and the big picture, by starting with all of the traveling options, then breaking it down into airplane and automobile, then narrowing in on each one. Overall, the purpose is to educate the audience on the options available and guide in selecting the safest option. I wanted to prove to the audience that airplane travel is in fact safe, and much safter than traveling by automobile. By documenting the flow as notes in a word document, I was able to edit it as needed to align with my story.

When presenting a story to an internal audience that is part of my team, I focused more on outlining the facts and conclusions that could be drawn. When presenting a story to an external audience, it should be assumed that the audience has no knowledge, or limited knowledge on the topic. With a general audience, I focused more on the big picture, and what I could use to support my ideas to portray that airlines are in fact safe. I tried to be mindful of the audience when creating the final presentation, including how to capture their attention, provide information that an audience will find useful, and provide a conclusion that is fully supported by my story. After viewing the presentation, I wanted the audience to feel more comfortable with the traveling by airplane, and more convinced that this is indeed safe, despite what the media has implied.

There are a couple things that I would do differently next time. For my dashboard, I focused more on presentation rather than the data itself, and found that I had incorrectly used some of the plots based on the type of data, and didn't put as much thought as I should have into the types of data that I was comparing.