**Week11&12 – Video Presentation Summary**

The Video presentation was for external audience aka public so made sure who are. My audience and what I need my audience to know? Based on this I gathered this information and put in animated slide so it would interest in audience to understand the contents. The slide is just one page having different screenshots.

Since the goal of the research was basically divided into two parts and to answer two main questions –

1. Is air travel safe?
2. Are there any impact on airline profits due to bad publicity?

But this is more for public, so I focused on **Air travel safety** , the first point more than airline profits.

Thoughts behind this presentation –

* For this presentation, I tried to make it simple and informative with full of images rather than more charts and texts. Since it is for external audience, so we do not know everyone’s capability to understand charts.
* The images captured here are very simple and convey a lot of information regarding the point I made in audio, this would help them understand.
* I tried to create story in my presentation by animating it, each images shown as I talk so focus of audience remain on that image and what I convey to them.
* Since this was external audience, so I do not have much idea about how they would take this presentation, tried explaining as simple words as possible. On the other hand, internal audience having more understanding of the topic so made sure having more charts,
* I created script for this presentation since its external audience and I do not want to share more than what they need and to keep to the point considering all data ethics.

**Data Ethics**- Data obtained here from public domains, so no private data has been disclosed here and made sure no specific airline company name or region is being called out during presentation, this is more of generalized analysis presented here.