Project Milestone 3

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DSC 640: Data Presentation & Visualization

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May 8, 2022

Blog Post Content

When crafting an effective public relations blog post on behalf of a company on a topic as important as safety, the verbiage choice, the messaging, and the tone play important roles in customer perception. I carefully selected the words contained in the blog post to convey an upbeat and positive tone, while still communicating this critical information. Leveraging exclamatory sentences and using key words such as "top priority" and "confidence" gives the audience a sense that our airline truly is the best in the industry. I also speak to "family" and "loved ones" to invoke more of an emotional response from readers.

Despite both presentations communicating similar information and data, this messaging differs from how I communicated with executives and internal teams. When communicating internally, I wanted to emphasize the business and industry impacts. However, for the blog post I want to reassure customers.

Visualization Selection

I narrowed my visualization selection for the blog post to three visualizations from the six I originally created for prior internal communications. The first visualization shows how airline travel compares to automobile travel in relation to safety. I felt this visualization was key to reassure readers of airline safety overall by putting it in perspective with other travel methods. I also included two visualizations demonstrating how our company, US Airlines, compares to others in the industry. This should help us to maintain loyal customers and potentially gain new customers. To effectively convey the information, I chose to keep the same color palette.

Ethical Considerations

All data should be thoroughly validated to ensure no facts are misrepresented in the visualizations and presentations. I must also verify that the data is not bias toward our airline. I do not

want to mislead consumers by providing any false or skewed data. Therefore, I kept the same accurate

visualizations from previous steps without making any misleading alterations that would change the

"story."