

Project Milestone 2

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DSC 640: Data Presentation & Visualization

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Visualization Selection

Through the six selected visualizations, I plan to communicate three main topics to the executive committee. These three topics include airplane accident trends, how airline travel compares to automobile travel in relation to safety, and how our company compares to others in the industry. To effectively convey the information, I chose to keep the same color palette. Any airline related data visualizations feature the light blue coloring. I found this color choice to be appropriate for air travel and used this “sky” blue throughout the presentation. When comparing data from automobile travel, I used orange to make it clear to my audience that I am pulling in data from an outside industry for comparison. Additionally, when focusing on our specific airline, our data within the chart is highlighted in a darker blue and bold to show more contrast against the other airlines.

Presentation Plan

I will begin my presentation by framing the data for our executive committee with industry-wide statistics. This will help the audience to understand the trends throughout the industry. I will then compare the data to another transportation market segment, automobiles. For the final section, I focus on our airline’s individual performance with competitor data included for easy comparison. This approach that begins with a high-level view and gradually becomes more focused should align nicely with an executive’s natural mindset, as many spend most of their time functioning in the strategic mindset.

The findings of my data analysis will conclude my presentation. I will explain to the executives that our airline experiences significantly fewer fatalities in comparison to our competitors, as I believe this will be a key piece in their development of the messaging to the media.

Ethical Considerations

All data should be thoroughly validated to ensure no facts are misrepresented in the visualizations and presentation. I must also verify that the data is not biased toward our airline. Due to the potential impact of this life and death data topic, the stakes are especially high for accuracy and the data must be portrayed in a sensitive manner to avoid causing any harm to the families of victims.