

Isabella Sturm
DSC 640
Project Task 5
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For this final task of creating and recording a presentation for an uninformed audience, I decided to use Prezi to create my presentation because I feel it is more interactive and interesting than a PowerPoint. While it is not as exciting as a live or video presentation and real time or moving/animated visuals, I still think it was an effective way to transfer the information to an audience. If I had more expertise in creating appealing videos, having more animated visuals, such as the ones in the Hans Rosling video, would be something I would have liked to add. For a video recording, I would not change the fact that I did a voice over instead of a live video feed – aside from the fact that I would not be comfortable doing that, I also think there is more chance of it being more distracting and taking away from the message.

Using Tableau, I imported data files from multiple sources on the internet and created the graphs I used in the presentation. There was some manipulation needed to get some of the files in the right format to be loaded properly into Tableau. Once in Tableau, I was able to use the datasets, as is, and for some of the graphs (such as the bar chart comparing fatalities since 1975), I joined two of the datasets to combine the airline data with the other crash data.

The difference between presenting the data story to a general audience as opposed to an internal audience, is first that the general audience may not have any background information whereas the internal audience likely would have background information, considering you'd likely be presenting to the stakeholders who tasked you with the project. Second, the general audience does not inherently care about what you have to say – you must grab their attention and make them want to listen to the end. While it is important to keep the attention of the internal audience and not lose them by overloading with information, they at least already have an interest in what you have to say and are more likely to listen to presentation.

As I said earlier, one thing I would do differently is make an even more engaging presentation using more animated visuals. Another thing I would have liked to do differently is present a greater variety of chart types. There was one dataset in particular I would have liked to use, but I had issues downloading the dataset – I believe I was trying to scrape the data from the page but had issues I could not resolve with the request (request was successful but no data was being pulled). If I had a better variety in the data, such as what I believe I could have gotten from this failed dataset, I think I could have created better (and more convincing) visuals.