

Infographic

The focus for this milestone was to create an infographic to persuade the public to continue using Southwest Airlines for travel. Previously, a dashboard and executive summary were held internally at Southwest to counteract the negative publicity from the media. In addition, a blog was generated to publish the facts surrounding airline data in general as well as Southwest Airline safety. The infographic is intended to grab the audience's attention quickly. There are two main messages embedded in the infographic. The first message is that travel via air is a safe option. The second message is a call to action for the audience to use Southwest Airlines as their method of travel. The purpose of this paper is to outline the strategy used for choosing the visualizations, highlight the difference in message compared to the internal team at Southwest, and describe ethical considerations for communication with the public.

The tools used for creating the infographic were Power BI, Inksapes, and Venngage. Power BI was utilized to generate the initial visualizations from the data sources. The visualization was then exported to PDF and imported into Inksapes for final touchups. The modified visualizations from Inksapes were then uploaded to Venngage to upload into an infographic template. Venngage served useful for selecting an infographic template and modifying the overall theme of the final product. Since the infographic needs to grab the audience's attention quickly, the visualizations were strategically chosen. To start, the header provides an image of a Southwest plane along with a plane icon so the audience can quickly identify the infographic is associated with air travel and the Southwest organization. The next two visualizations entail a number card "164 Million" alongside an area chart showing the number of Southwest passengers over time. The intent for this section is to show the

audience that millions of people trust Southwest for travel and they should as well. The value

highlighted is the maximum number of passengers within a single year from 2012-2021. A line and

clustered bar chart was chosen for the next visualization to show the accident trend over time. The

audience will clearly see the downward trend for the annual accident rate. Although a pie chart is

controversial, this chart does a great job showing the part-to-whole relationship for number of fatalities

by transportation mode. Another value was highlighted "94.14%" to show an overwhelming majority of

fatalities is caused from travel via highway. The last section highlights the call to action for travelers to

choose Southwest Airlines for their travel. The U.S. Map and World Globe visualizations are intended to

show the audience that Southwest can accommodate both Domestic or International flights.

Overall, there are 8 visualizations for the infographic that work in conjunction to convey the two messages:

- 1) Airline travel remains a safe option for travelers.

- 2) Choose Southwest when considering air travel.

The message here is similar to the blog post in terms of communication to the audience. However, the selected visualizations were chosen to grab the public's attention quickly and provide the facts

efficiently. The data supporting the need for accident improvement efforts, monetary implications, and

crash locations were left off this infographic since they did not support the overall message to the

public. However, these were highlighted in the Executive Summary and Dashboard project tasks

internally to provide decision makers with the facts to make improvements within the organization.

Ethical considerations were included throughout the infographic construction. The visualizations included in the infographic were based on all the data sources in the reference section. Although I could

not publish the sources with the infographic link, I included these references with the submission files

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for the assignment. All of the visualizations, with the exception of the map and globe, were based on the data. All the visualization help support the intended story of safety in travel via air and the call to action for travelers to use Southwest Airlines. The map and globe were included as visual guidance for the public to note Southwest provides domestic and international flights. The audience will be able to clearly see the facts outlined within the infographic and make their own interpretation of airline safety and travel options. Lastly, Venngage was utilized to help select the template for the infographic. There is a published link for the infographic provided below:

[DSC640 Milestone4 Infographic Jake Meyer - by Jake Meyer \[Infographic\] \(venngage.com\)](#)

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Milestone 4 Requirements:

The Scenario/Business Problem:

Due to recent unfortunate airline crashes, the media has been promoting statistics stating air is no longer a safe way to travel. The news and media outlets have been bombarding the public with reports and figures about the trends of airline safety and that things are not looking good. What was previously thought as the safest way to travel, especially when compared to automobiles, is now being presented as one of the most dangerous to the public. But are any of these claims based on facts?

You work for an airline on the data science team as a data analyst and are a resident data visualization expert. You have been tasked with helping multiple groups in the organization combat this negative publicity and help tell the airline's side of the story. There is a fear internally about what this type of media coverage will do to airline sales and how it could impact the future of the company. Not only do they need you to help create some internal communications, but you will also be tasked with what is published to the public and the media.

Note - if you select your own topic, you must stick with the same business problem.

Examples:

- Media: Letting babies cry it out... Business Problem: You work for a company that sells baby soothing products and want to combat the media
- Media: COVID Vaccine isn't safe for... Business Problem: You work for a hospital or pharmaceutical rep and want to combat the media

The business problem above demonstrates the importance of storytelling, presenting information, and arguably most importantly - the ethics around how we present and share information. You are welcome to make up data for this project to meet the story you are trying to tell. You should never do that in a real project, but this is for academic purposes only.

Project Task 4: Infographic

You've successfully gotten your blog post out, which has started to be shared with local news outlets and you have seen it shared on various platforms. While somewhat controversial in the data visualization world, you have been diligently working on an infographic that has nice clear, creative visuals that help articulate the message and inform the public what the real story is! This audience is likely standing in line and would see this infographic on a wall or is scrolling on their phone quickly – so grabbing their attention is key and making sure the visualizations makes sense is the only way you can change their opinion or inform them of what is really going on.

The following must be submitted to the assignment link:

- Infographic (See this link for the benefits of using infographics: [Infographics: The Benefits of Their Use Online](#) (Visually, 2015).
 - Your Infographic should have at least 6 visual elements on it.
 - Make sure you follow a design methodology that you can defend (colors, labels, chart types, etc.).
 - Must have used at least 1 supplemental dataset to the original.
 - Cite your sources!

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- A 250-word paper summarizing what you did and why you made the decisions you did – why did you choose the visualizations you did? How was this audience different than the internal teams? What did you choose not to share with the external audience? What are some ethical considerations you need to make sure to think through when presenting to the public and with images vs text/audio?

Remember: your GitHub repository can act as a portfolio for potential employers! I would highly suggest using this to submit your work, so you can fill it with good content that demonstrates the projects you are working on! Make sure to submit as PDF to GitHub vs other file formats that will require download.