# Blog Post

The focus for this milestone was to create a blog to counteract the recent negative publicity for air travel from the media and promote the safety facts when flying with Southwest. Previously, a dashboard and executive summary were held internally at Southwest. This task serves as the first external communication for the organization. The purpose of this paper is to outline the strategy used for creating the blog, highlight the overall findings, describe why visualizations were selected, and describe ethical considerations.

The blog required a significant amount of planning to ensure the intended story was clearly described and illustrated. An old writing course taught the concept of “TAP” which stands for “Topic”, “Audience”, and “Purpose”. I began with defining each of these sections prior to writing the blog. The “Topic” was narrowed down to the fact that Southwest Airlines remains safe for the public. The “Audience” was defined as the public (mostly travelers). The “Purpose” boiled down to persuading the public that Southwest is still a safe option for travel and persuade them to continue using the airline. In the text *Storytelling with Data*, Knaflic describes several potential methods for clearly telling a story with data. To build credibility with the audience, I chose to follow a chronological narrative flow structured with a beginning, middle, and end. The Bingo, Bango, Bongo concept was also utilized which essentially means the following: inform the audience what they will learn (beginning), tell the audience with context materials (middle), and summarize the findings of what was discussed (end). The reverse storyboarding approach was utilized to help understand the high-level flow of the story as described in the next section.

The high-level findings were strategically discussed in the blog. To emphasize safety for Southwest Airlines, the thought process was to show the safety data from several different viewpoints.

* Airline Industry: How does airline travel compare to other modes of transportation in terms of fatalities?
* Chronological Trend: How have airline accidents trended over time?
* Airline Competitors: How does Southwest compare against other airlines in terms of fatal accidents?
* Customer Trends: How has the number of passengers carried by Southwest changed over the last 10 years?

This perspective differed from previous internal communications slightly. The executive summary essentially tied back to monetary implications that could result if no action was taken. The dashboard was centered around findings that could potentially help the organization take action to improve in the safety category. The findings for each of these viewpoints for the blog were explained through verbiage and visualizations.

* When compared to other modes of transportation (Highway, Water, and Railroad), travel via Air has the least number of fatalities since 1960.
* The number of accidents each year has trended downward since 1946 and is currently at an all-time low.
* Southwest Airlines has had no fatal accidents between 2000-2014. The organization still has work to do to cleanup the minor accidents reported during this timeframe.
* Southwest passenger numbers have increased each year until the COVID-19 Pandemic. The trend is starting to regain in recent years and the public can ensure Southwest will provide a safe transportation service.

The next section will describe how the visualizations were generated for the blog.

The visualizations were initially developed in Power BI based on previous tasks to create a dashboard and present an executive summary within Southwest. Inkscapes was utilized to do the touchups and annotations once the images were exported from Power BI to a PDF. The visualizations chosen for the blog where two Clustered Column Charts, Line and Stacked Column Chart, and an Area Chart. The first Clustered Column Chart was modified from a Tree Map previously presented in the executive summary. This chart shows the number of fatalities by transportation mode. In Inkscapes, text was added to the visualization to allow the audience a quick check at the comparison of fatalities between the transportation modes. This appeared to be the best graphical choice to inform the audience of the major difference in fatalities by mode. The Line and Stacked Column Chart was kept constant from the previous two project tasks. Only a quick description was added with Inkscapes for this visualization. The chart shows the decreasing trend of annual airline accidents over time. The second Clustered Column Chart was also kept constant from the previous two project tasks. This chart shows the comparison of airline competitors in terms of fatal accidents and minor accidents. A shaded pink region was added along with pink text to draw the audiences eye to the Southwest data. Lastly, the Area Chart was a new visualization integrated to show that passengers still trust Southwest. Only a quick description was added near the more recent years to try and show the audience the passenger numbers are increasing each year. The text for the blog was originally drafted in Microsoft Word and then posted using [www.blogger.com](http://www.blogger.com).

Ethical considerations were encompassed throughout the blog generation. All the data sources are cited for the audience to review and check if desired. All the insights are clearly illustrated to be up-front with the audience. It is important that the visualizations did not add any misperceptions into the story. In addition, the colorblind color scheme was utilized for the visualizations within the blog. This is an important consideration when generating any visualizations. Lastly, I debated removing the names of other airlines on the visualization and only including Southwest’s name. However, I decided to keep the names in the visualization to be transparent with the audience. Also, the data was published and not proprietary.

# References

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# Milestone 3 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 3: Blog Post**

Now that you have given your presentation to your executive team, they have given you green light on your proposal and recommendation. They task you with getting on these deliverables right away to mitigate any other financial impact from the media. You will complete 3 external media campaigns which you will complete over the remainder of the course. A blog post that they can use to spread through online news sources, social media, etc., an infographic that can be shared in print, like in airports, as well as social media, and a short video clip with some of the important facts to help inform the public.

Your presentation and clarity of the story for these last three tasks will be of the utmost importance since the presentations will be to external audiences. External audiences that are likely not familiar or experts with your subject.

Your first task is to get the blog post out – which will be mostly in the written form, with the back-up of some visualizations. Select some of the visualizations you have already presented, determine what modifications need to be made to improve those visualizations and start drafting your story. Refer to Chapter 7 of Storytelling with Data for suggestions on how to frame up your blog post. Get creative – remember, you are trying to get your side of the story out and share the facts with the public!

The following must be submitted to the assignment link:

* Blog Post
  + Should be at least 250 words.
  + Your blog post should have at least 3 annotated visualizations 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 at the end
  + Wix.com or Blogger.com are great places to create a free blog-post for it to look authentic.
* 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 did this information differ from previous internal campaigns? What were your overall findings? What ethical considerations came up when presenting to this audience or while you were doing your research?

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.