# Video Presentation

The focus for this milestone is to create a video presentation combining the 3-Minute Story and the Big Idea from Storytelling with data. The focus is to present to the general public about the true facts surrounding airline safety. In order to combat the negative connotations recently reported from the media about airline safety, the presentation focused on several different perspectives on the subject. Previously, a dashboard and executive summary were held internally at Southwest to discuss the findings from reliable data sources as well as discuss potential negative consequences of the negative publicity. In addition, a blog and infographic were generated to publish the facts surrounding airline data as well as Southwest Airline safety. The main messages for the video presentation are similar to the infographic and blog since the audience was the general public. 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 the presentation, highlight the difference in message compared to the internal team at Southwest, and describe ethical considerations for communication with the public.

The main tool used for creating the video presentation was Microsoft PowerPoint. The visualizations were previously generated for other project milestones. The tools used to create these visualizations were Power BI and Inkscapes. Power BI was utilized to generate the initial visualizations from the data sources. The visualization was then exported to PDF and imported into Inkscapes for final touchups. The strategy used for creating the presentation originated with the planning phase. After selecting the tools mentioned above, the Topic/Audience/Purpose were outlined to stay focused on the main topic. The topic was defined as “Southwest Airline travel remains safe for the public”. The audience was specified as “the general public, travelers, enthusiasts”. The purpose for the video presentation was to present the facts surrounding airline safety to persuade the public to continue (or start) using Southwest Airlines. The 3-Minute Story and Big Idea were reviewed during the planning phase as well. For the 3 Minute Story, I used storyboarding to outline what needed to be discussed. This resulted in discussing airline safety in comparison to other modes of transportation, accident trends over time, and comparing Southwest Airlines to competitors in terms of accidents/fatalities. The Big Idea boiled down to the following, “Southwest Airlines remains a safe option for travel and can be trusted to get you to your next destination”. There were 3 visualizations for the video presentation that worked in conjunction to support the story that Southwest Airlines remains a safe way to travel. The visualizations consisted of a pie chart (comparison of fatalities), line and clustered column chart (accident trends over time), and a column chart (fatality and accident comparison of airlines). Lastly, I did use a script during the presentation to ensure my messages were efficiently communicated to the audience.

The message here was like the blog post and infographic in terms of communication to the audience. The data supporting the need for accident improvement efforts, monetary implications, and crash locations were left off the video presentation 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 video presentation creation. The visualizations included in the presentation were based on all the data sources in the reference section. All the visualizations were based on the data. The original datasets and work for the analysis are transparent for the audience. All the visualizations helped support the intended story of safety in travel via air and the call to action for travelers to use Southwest Airlines. There are no deceitful perceptions on any of the visualizations. The audience will be able to clearly see the facts outlined within the presentation and make their own interpretation of airline safety and travel options.

# References

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# Milestone 5 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.

**Milestone 5**

Project Task 5: Video Presentation

Your final task to help spread the word on the truth about what you have found and represent your Airline via a short 3-minute presentation (recorded) that combines the 3-minute story and the Big Idea from Storytelling with Data in Chapter 1. The premise of the 3-minute story, is that you must find a way to convey everything you need to in that short timeframe, which you do using any of the previous media that you have created or something brand new. You can choose to present a PowerPoint, just talk live in front of a camera presenting the facts or talk while presenting your Dashboard, Inforgraphic, etc. You could also create a moving visualization like some of the time series visualizations we have seen Edward Tufte create or Hans Rosling’s for example:

Remember this audience is the public and you are an employee of the airline - stay in character and role play. Anyone could see your video clip!

The following must be submitted to the assignment link:

3-Minute Video Clip.

Needs to have audio and a visual element.

Needs to be geared to an audience that knows nothing about the problem.

Max 3 minutes

A 250-word paper summarizing what you did and why you chose to present what you did. How was this audience different than the internal audience? How did you go about deciding what to present? Did you use a script? What ethical considerations should you have when presenting via 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.