

**Title: Supporting Documentation**

**Name: Jolene Branch**

**Course: DSC640**

**Date: March 6, 2021**

**Description: Decisions regarding presentation to the public**

I chose to present this story of airline safety in PowerPoint format to the public in order to easily include the emotion-provoking media snapshots. Addition of the infographic at the very end is a way to wrap the message up succinctly for people who may not be accustomed to viewing several charts in a row. This is also good incentive to keep moving quickly through the slides and finishing in around three minutes. I prepared the charts all in Power BI, as that was the cleanest way to present them together on a dashboard. I cleaned up all datasets to some extent while in Excel, prior to importing them to Power BI. If I were starting all over again I would do even more cleaning of the datasets in Excel before importing them, and I would add a source tab to each .csv file for ease of citation throughout the project.

The public and the more focused target market of business travelers have more time on their hands than usual. Business travelers are probably more likely than the general public to understand and appreciate safety data presented in charts. Data catches their attention at work. It should also catch their attention in other aspects of their lives.

At the same time, humans have a basic need to protect their physical well-being. (McLeod, 2020) By appealing to their emotion via the images and references to previous highly publicized crashes, it increases the likelihood that they will *remember* the presentation. (Kensinger, 2009).

Since the general public might be more comfortable with the infographic format, that was also included in the presentation.

While the empty middle seat is not required, this airline hopes to make it clear to passengers how much it values their wellbeing, even at the expense of profit during COVID-19. **The goal is to headhunt frequent business travel passengers from other airlines that do not offer the automatic empty middle seats and have some degree of trepidation of flying during the pandemic, with the understanding that some percentage of them will remain with this airline after the pandemic is over.** This is a strategic business move that does not require a lot of data to be shared with the public. Fearful people do not care to see multiple charts; They want to see what this airline will do to prevent them from contracting COVID-19 while in the air.

Past market rebounds have occurred from one to three years post travel recessionary period. This chart was removed from the presentation to the general public, as all of the airline's efforts could be seen as entirely self-serving if that were included. <https://www.bts.gov/content/us-passenger-miles>

Estimated U.S. air transportation revenue, COVID-19 notwithstanding, shows no signs of slowing. This chart was left in the presentation to the general public, as a means of reassurance to them that this

airline is not trying to get them to fly because it is going to broke otherwise, but because we *know* the future is good and we will be able to recover our losses from this time. From Service Annual Survey Historical Tables (census.gov) at <https://www.census.gov/data/tables/2018/econ/services/sas-naics.html> \*

#### References:

Kensinger, E. A. (2009, May 4). *Remembering the Details: Effects of Emotion*. Emotion review : journal of the International Society for Research on Emotion.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2676782/>

Mcleod, S. (2020, December 29). *Maslow's Hierarchy of Needs*. Simply Psychology.

<https://www.simplypsychology.org/maslow.html#gsc.tab=0>

\*supplemental dataset

Jolene's Github repository:

[https://github.com/jobbranch2019/DSC640\\_Airline\\_Safety](https://github.com/jobbranch2019/DSC640_Airline_Safety)