Project Task 4: Infographic

DSC640-T301 Data Presentation and Visualization

Joshua Greenert

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**Infographic Review**

For our company, YourOneAirline, we decided that it was best to get the main points addressed for airline safety using our infographic. Infographics contain less information than what is needed for executives, or the general user reviewing a blog plot, since it reaches the general population. Therefore, mass amounts of data generally included were removed, graphs were minimized to reduce the amount of data consumed, and percentages using calculated fields were captured and highlighted in the infographic. In a similar mindset, the colors were used to obtain the user’s view and guide it to the main points to address.

With the new infographic, we make our final comparison to cars — to provide perspective to users — by illustrating the odds of car accidents and comparing them to the odds of airplane accidents. While the number is incredibly small, it will never truly be zero. Nevertheless, it provides insight to users so they can feel less stressed when they see the next data points we intend to provide. We then visualized our decreases in fatalities and incidents using our calculated fields to show the data by airline; the percentages are a full grouping of all airlines to show the decrease in each respective scenario, and how much those incidents/fatalities have reduced since 1985. The final two visualizations draw the user back in with perspective to show how many miles have been traveled by air since 1960, and how many total miles were traveled altogether.

When presenting to the public with audio and image files, we’ll need to ensure that our data is as condensed as possible to ensure it can be consumed by the average layman. If this isn’t done properly, it can lead to users misunderstanding the information or — worse — being afraid of airline travel.

**References**

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