

Rickord, Jake JJ
Week 11-12 Defense

During this last milestone, I structured the data presentation in a way that achieves the two goals established at the beginning, which have been honed throughout the semester in each milestone: trends for airlines themselves, and also as compared to other transportation methods. I decided to sandwich the comparisons in between visualizations of the trends of airlines overall to highlight that the primary goal or purpose of our presentation in the first place is to assure our audience that they're safe in using aircraft for travel, while still hitting on those accusations made from the media.

In deciding and prepping the data for presentation here, I leveraged some of the best charts/graphs and graphics that I had created throughout the semester as they pertained to each presentation method (blog, infographic, dashboard). I used only those most relevant to the case we were making in the video, and took those png files picture-in-picture to use them as visual aids in our discussion (keeping in mind the advice similar to the blog in not explicitly referencing them each time the data they presented was discussed, but still highlighting the most important takeaways from them).

In identifying methods of proposing these details to general audiences, I made sure to include those simpler graphics like the donut chart (classic), the graphic from the infographic, and several bar or line charts. In referencing this data, I didn't go too much into specifics and drilling down into periods, measures of central tendency, etc, rather I just looked at the trends overall and discussed those. For an internal audience, it would've been more useful to utilize more advanced charting techniques and have breakdowns of percentages vs totals as well as gone into further depth on the statistics of each chart.

As it relates to doing it all over again, I'm not sure if this is related to the presentation here or all the milestones so I'll answer those separately.

For the presentation, I would've scripted more of the discussion as I frequently had difficulty putting my words together in a way that sounded eloquent. I have an additional length of taping where I'm mushing words together, leaving worse pauses, etc. Having more than just a few bullet points to work off of (while keeping it from being fully scripted and robotic) would have helped reduce the amount of goofiness in the audio there and taken less time to record.

As far as the milestones at large, I would have liked to taken more time in putting in comparisons to other transport industries, even if I needed to make data for those. I had one visual regarding their pricing, but to have more metrics there showing in our visuals would drive home more of the "best of the whole market", additionally having more comparisons not just of fatality totals but also of the fatality amounts as they relate to number of travelers (cars have more overall passengers throughout a year than air travel, something I 'strategically' avoided), would have been more powerful of a number likely).