Section	Details
Update	Your dashboard was well received by the internal team and while some of the information was news to everyone, the entire consensus was that it is ready to be prepped for an executive review, so the external communications can be started. Your next task is to prepare an executive summary summarizing your findings and telling the story of what you found. This can be done either in PowerPoint, Prezi, Spark, etc.
Audience	Remember your audience – these will be senior leaders that care about the portrayal of the industry and their airline specifically. They also want to make sure they are being ethical and sharing information that isn't misleading. This presentation will set the tone and recommendation for how the media is addressed going forward with the information and facts that need to be shared.
Information	Also remember that this audience regularly speaks with shareholders – so any information you can find to help predict future risks and the position of the company will be beneficial to the conversation. For example, if you found information that indicates where future sales will be impacted or where there are safety risks – this is important information to raise to this group. This audience is internal - they would be considered industry experts, so make sure your presentation caters to an audience that is familiar with the topic.

Submission	The following must be submitted to the assignment link:
	• Your PowerPoint Presentation (created in PowerPoint/Prezi/Spark/etc.).
	    • Should have at least 6 slides.
	    • Your Presentation should have at least 6 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.
	• A 250-word paper summarizing what you did and why you made the decisions you did – why did you choose the visualizations you did? What is your plan to present to the executive committee? What were your overall findings? What ethical considerations came up when presenting to this audience or while you were doing your research?

PowerPoint	**PowerPoint Presentation**
250 Word Summary	The visualizations chosen in this PowerPoint presentation for Executive leadership all have a "Big Picture" theme as this audience is generally more concerned and focused on the overall success and reputation of the company and industry. Specifically, these senior leaders most often want to see visualizations related to overall safety, financials (profits and losses), and sources of risk (such as media's change in opinion of the airline industry) to ensure they are making informed decisions for the company. To best showcase the data and information to these executives, the presentation plan is 3-fold: Problem Statement, One Slide per Research Findings, and Recommendations. First, the problem statement is clearly defined and presented to ensure the audience is aligned on the issue at hand. Second, research findings categories (safety, financials, and risk source) are separated by slide to ensure the audience can digest the visualization information

| | in appropriately sized chunks. Third, action recommendations are summarized for the executive audience to provide suggested next steps. |
| | Overall, the research findings are that airline safety incidents and fatalities are at an all-time low and profits have been on an upward trend since 2000, however predicted fatalities (based on historical data) look like they may increase in the upcoming years. To address this, it is recommended that safety investigations are implemented with the goal of developing corrective safety actions. Most importantly, the 2022 Russia-Ukraine war is adding significant airline incidents to the overall numbers and may be the reason for the media's sudden statement that air travel is no longer safe. Ethically, it is important to acknowledge that the increase in war associated airline crashes is impacting overall airline safety data, and it should not be excluded from overall safety data as human lives are still being impacted. To support the decrease in war associated airline crashes & fatalities and increase good will amongst those countries impacted by war, it is recommended that the company donates $10M to the Ukrainian Red Cross and Ukrainian Government and provide 100% donation matching to all airline staff. This will also support the airline company and industry's reputation as a group that wants to increase airline safety no matter what the cause. |

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 PDFs to GitHub vs other file formats that will require download.

The assignment is due Sunday of Week 6, by 11:59 p.m. CT.

View the rubric for this Assignment by clicking on the link below:

Project Rubric