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DSC640 Data Presentation & Visualization

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As the Executive Committee of Bellevue Airlines liked the presentation, a green light was given to proceed to the next step which is the external media campaign that starts with the blog post. I started the blogpost with the noise in the media and then tried to present the facts with the visualizations. Also, I have added a suggestion on how all airlines can further improve safety by training their pilots on certain phases of a journey.

**Explanation for choosing visualizations:**

I have started the blog post with an image that highlights that the post is related to the flight safety. Then I included three visualizations out of which the first two visualizations prove that the airline accidents are trending downwards. The third visualization emphasizes that the world traffic is on the rise which means that the trust on the air travel is increasing. I also added another visualization that compares the fatalities between the air travel and the car to present that air travel has far less fatalities. Finally, a plot that highlights in which phases the accidents are happening is included as a suggestion to the other airlines. Also, I used the Roboto font for the blog post which is the widely used one for writing blogs. I chose to use the Bellevue color for headings.

**Information when compared to the previous internal campaigns and overall findings:**

In the internal campaigns, there are a lot of other visualizations used (in the first milestone) but for this blog post I have used the visualizations from the milestone2. Also, I didn’t include the suggestions to the airlines on how to increase the revenue but included only the one on how to improve the flight safety further as the revenue suggestion is purely internal to the team. Good number of wordings are included in the blog post without a lot of technical jargon to make it easily understandable to the audience. Complex terminology and too many visualizations may distract the audience.

**Ethical considerations:**

The data we have used is from the public domain and we haven’t manipulated the data by any means and tried to present the facts as is. We have listed all the references at the end of the blogpost. Also, we didn’t use personal data of any individuals. Some more research needs to be done on post covid data as we had data till covid only.