Throughout the semester I have looked at the data to tell the story to internal as well as external viewing audiences. When presenting to a general audience, the information is more factual and focused around the safety of travel instead of focusing on the numbers in terms of revenue. With an internal audience as well, there would be more of a focus on the airline industry primarily with airline specific visuals to show the benefits of airline travel with the safety guidelines.

The preparation included reviewing the datasets as well as previous visuals to see how I had used them previously. I stuck with the infographic color scheme as it paired well with how the visuals were shown together on the dashboard. This included oranges for auto and blues for airlines. I chose to include the map visual to show the amount of fatalities across the globe and how low scale it was in comparison to the amount of auto fatalities in the United States in one year. When creating the visuals, I reviewed the data to determine how to best showcase it. Any columns without data were removed to get the best representation of the full dataset. Research was done around the data included as well as the safety changes and improvements made to the airline industry. For the presentation itself, the preparation included reviewing my script many times to try and keep myself from reading it during the entirety of the video.

The data was presented with a dashboard included and I used a script. I chose this way as it allowed for a direct approach when creating the video. I wanted to be able to talk about everything as a whole and with the dashboard, I was able to include everything on one page. This allowed for the focus to be shown without having to switch back and forth between slides. Based on the general audience, I presented the story with more safety facts for airlines and additionally included statistics that were easier to grasp. The revenue graph was chosen to show that consumers are leaning towards airline travel despite what the media may portray has being unsafe. The additional visuals outlined the accidents for airlines as well as automobiles throughout the years and together in comparison with one another. The bubble chart breaks down the data to show the major airlines and the pie chart breaks down the different types of automobiles involved as a percentage. I additionally chose to present over a PowerPoint dashboard as it was the best way that I could determine to complete the presentation.

Starting over from the beginning, I would do some things the same with others done differently. With the first dashboard created, I would have focused more on consistency within it and the color scheme. The data I found to be extremely helpful but over the weeks, I was able to do additional research to back it up. The amount of information I found in later weeks; I would have benefitted from earlier to tell the story. The blog post was something that I would not change except for the visuals. Again, with more consistency and readability.

I stand by my original statement from part one that airline travel is my choice of travel over auto. The data and facts have shown how the airline industry has changed in becoming safer throughout the years and especially when compared to auto travel. The safer way to travel is by air and even with the hurdles of the industry, the statistics and visuals show they can be overcome.

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