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Course: DSC640 Data Presentation & Visualizations
Assignment: Project Task 5 – Video Presentation Supporting Documentation
GitHub Link: https://github.com/madelinebauer/DSC640DataVisualization/tree/master/Project

Why did you choose to present the data story the way you presented it?

I chose to use PowerPoint to present my story about airline safety. I chose a very basic design in order to keep the data and graphs as the main focus of the presentation. I started off with a simple table of contents for the viewers to get a quick snapshot into what they should be expecting from this presentation. Moving into the rest of the slides, I chose to keep them simple and straightforward with most of the information coming from the narration. I did not add extra pictures or text to my slides that were not necessary so that nothing took away from the charts I was presenting. The goal for each slide was to present one important fact (evidence) as to why air travel is safe. I felt that the 3-5 minute guideline helped me weed out any 'fluff' in my presentation and really narrow it down to the main facts and details.

What did you do to prepare the data for the way you chose to present it?

I prepared all the graphs in Tableau as it was the easiest way to get all the data sources together for me. I viewed all datasets in Excel first and cleaned any of them that needed it prior to importing them into Tableau. None of my data sources were missing any entries, which made things pretty easy.

What are the differences between presenting the data story to a general audience as opposed to an internal audience?

When presenting to an internal audience, all of the charts, graphs, etc. should be clear, complete and simple. When presenting to a general audience, you can add in some color,

bold/italics/underlines, etc. to make sure you are telling the exact story you and your company have agreed upon. The biggest thing for me though is to make sure that the data being used is accurate and not biased in any way. Both internal and external presentations should rely on untainted data sources.

What would you do differently if you had to do it all again from the beginning?

Something that would have been easier for me from the beginning would have been to keep a running document or list of all the sources I had used from task 1 through task 5. It was hard to remember where and when I used a certain dataset or pulled information from an online source from start to finish of this course. This simply would have helped me organize my work and spend less time looking back through old work struggling to find certain sources. I also would have paid more attention to the column names in each data file and made sure I had all unique feature names before importing to Tableau. This little change again would have simply helped me stay organized while completing my work throughout the course. Overall, I enjoyed being given the topic of airline safety for this term project because in the past I felt I had always chosen a topic that did not end up working out with the scope of what was being asked for project outlines.