Term End Project Milestone-5

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DSC 640

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**Milestone 5: Video Presentation**

I have used MS Teams to record the video. I have prepared a power point deck to be presented and recorded using “Start Recording” feature available in MS Teams. After recording, I have trimmed the unwanted content from the video. The final copy of my video recording is available in the below link.

Summary of Video Presentation:

**Used Visualization in Video Presentation & Reason Behind The Usage**:

* Chart 1 - Chart Showing decreasing Airline Fatality Counts per Million Flights during the last Decade
  + - Here I have used a line chart to clearly show the downward trend in Airline fatality for the last decade
* Chart 2: Chart Showing Total Road (bus) Fatality
  + - Here I have used a bar chart to show total Road fatality in USA by years
* Chart 3: Chart Showing Total Airline Fatality in World
  + - Here I have used a bar chart to show total Airline Fatality in World by years
* Chart 4: Line Chart Showing growth in airline traveler
* Multiple images 🡪 car crash, car, bus, passengers onboarding in airplane

**How did this information differ from previous internal campaigns? What were your overall findings?**

Basically, audience are common people who watch videos in video sharing social media such as Youtube. So, we have to keep the content of the video short and crisp so that it wouldn’t be too boring for the audience. However, for internal campaigns, we have to elaborate the content in detail so that audience would understand the context better. The datasets and corresponding charts used for the video should be generic and simple whereas it can be specific to the company and complex for presenting to internal audience.

* As compared to internal campaigns, we need to keep the content of the post more explanatory in simple words and pictures.
* We cant use complex charts for public posts
* No Need to put more pieces of information in words

**What ethical considerations came up when presenting to this audience or while you were doing your research?**

The following are some of the ethical considerations handled when presenting to the audience.

* During our Analysis, we haven’t used any PII data No sensitive data like PII (Personal Identifiable Information) or customer information is used in the analysis
* All Data Sets are extracted from Public Websites.
* Used Datasets have no restrictions for Academic usage
* All used Datasets are Shared by respective government bodies for public benefits
* The video content doesn’t force anyone to use air travel for the transportation. Rather, it just provides the suggestion and recommendations that airline travel is safe only.

Reference:

<https://www.nhtsa.gov/>

<https://financesonline.com/number-of-flights-worldwide/>