Supported Documentation for Blog Post

The overall goal of my executive summary blog post was to create a very easy read for many people that have concerns about flying. I followed a story telling format from Chapter 7 of *Story Telling with Data.* Additionally, I used tips from the website Word Stream to outline line my blog post to make it internet friendly. To start off the blog I added an eye catching title that would entice the user to read further. For my intro, I presented the reader with the information about media reporting false accusations and the informed them of all the benefits that airline travel has to offer to the world. Following the intro, I presented the state of the airline industry. With graphics and my written paragraph, I informed the users flights have increased through the years which has increased airline revenue as well. The middle portion of my blog showcases a fatality analysis between motor vehicle travel and airline travel. Within this section I showcased many of the previous KPI's and Graphics that were utilized in my dashboard and executive summary. I was able to explain and show the reader the number of fatalities that come from air travel do not come close to the number of fatalities from motor vehicle travel. Lastly, I concluded my blog post with some facts about airline pilots, informing the reader it takes many years of training to earn that career. By adding that it provides the reader comfort knowing a professional is flying the plane. After, that I closed off the blog by informing readers from all of the information I have gathered it proves airline travel is a safe way to travel. I reviewed my blog post for typos and misspellings, then added a few more pop culture graphics to bring flare and grab the readers attention. I have all my sources listed below and my blog is now published on blogger.com, a website that was recommended to us via our Bruin Blackboard. All my sources are listed below on this page.

Best regard,

Manuel Duran.

Design\Story Telling Methodology

- Chart Types
    - Bar Chart: present the number of fatalities each airline is responsible for.
        - U.S. Airline Revenue.
    - Area\Stacked Area Chart: Displays Fatality difference between flights and cars.
    - Line Chart: displays the number of flights from 2004-2019
- Labels
    - All charts and graphs labeled appropriately.
- Story Telling
    - I utilized all the information and tips provided from Chapter 7 of *Story Telling with Data* and Word Stream Blog Website.
    - All documentation has been geared to people who are interested in the flight industry.

- Supplemental datasets have been used within my presentation.
- Sources have been cited within presentation to make it more realistic.
- All other sources from previous task can be found below.

Blog Post Link: https://airtravelsafetymduran.blogspot.com/2021/05/air-travel-isnt-safe-that-is-incorrect.html

GitHub REPO: https://github.com/mannyoduran/DSC640

Work Cited

Aircraft Accident and Incident Reporting. (n.d.). Eaa.Org. Retrieved April 11, 2021, from https://www.eaa.org/eaa/aircraft-building/BuilderResources/next-steps-after-your-airplane-is-built/operating-articles/incidents-accidents-emergencies/aircraft-accident-and-incident-reporting

Cleartrip Pvt Ltd. (2016, May 31). *10 Worst Accidents in Air-Travel History*. Collections. https://www.cleartrip.com/collections/10-worst-accidents-in-air-travel-history/

Primary \ Supplemental Datasets Utilized

Dmil. (2018). *fivethirtyeight/data*. GitHub. https://github.com/fivethirtyeight/data/tree/master/airline-safety

Statista. (2020a, November 26). *Leading airlines worldwide - based on total number of passengers 2019*. https://www.statista.com/statistics/269617/top-10-airlines-worldwide-by-number-of-passengers/

Statista. (2020, December 2). *Global air traffic - number of flights 2004–2021*. https://www.statista.com/statistics/564769/airline-industry-number-of-flights/