Supported Documentation for Executive Summary

The overall goal of my executive summary Presentation is to showcase my findings I discovered from my previous dashboard to senior leaders in a storytelling format. I used majority of the tips that were showcased within Chapter 7 of *Story Telling with Data.* Utilizing the power of repetition, I had my first slide be an outline of the presentation to review what I would be covering. The next two slides are dedicated to displaying metrics from my dashboard I presented in my previous project task since they had not seen it before. After those slides, I presented an outline of what information they should have taken away from the two slides and to also get their mind thinking about the overall discussion of the presentation. On slide six, I presented the senior leaders the difference between Fatal Accidents and Aircraft Incidents. This slide was important because I wanted to display there is a common misconception that the media can present between the two. For slide seven and eight, I used two new charts an area chart and a stacked area chart to showcase what I am learning so far in this course. I utilized both charts to display a comparison between Fatalities created by motor vehicles and airflights. From both slides you can interpret that air flight is safer. On slide nine I utilized a bar chart to display how air flight is still generating revenue throughout the years, even with a minor dip during 2020's Covid-19 pandemic. This slide was important because I figured senior leaders would want to know that the air travel from a business standpoint is still going very well despite all the media portraying a decline in sales and flights. On slide ten I presented a conclusion so the senior leaders can review everything I explained to them throughout the project. Lastly, on slide eleven I left it open for questions if there was any confusion on the presentation.

Best regard,

Manuel Duran.

Design\Story Telling Methodology

- Color
  - Following the trend from last week I continued to use a Professional Color Scheme. It is very simple black and white background; because the presentation is being shown to Senior Leaders and it made it business presentable.
  - Also, I followed the principles from last week on being aware of those color blind in the audience.
- 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.*
  - All documentation has been geared to my senior leader's interests.
  - 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.

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/