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DSC640 Data Presentation and Visualizations

TERM PROJECT MILESTONE 3 - ABC AIRLINES – BLOG POST Summary

7/30/2022

Blog post content – The blog post is for the public audience who are probably being brainwashed by the media with loud and dramatic visuals and punch lines instilling fear of flying. The way to approach this audience is to keep the content and tone positive and friendly. In that sense, I started the blog post with an imagination of the next vacation, a new place to visit, a new experience, a way to relax and rejuvenate and all this is attainable within hours.

This blog post is different from the internal presentation as this needs to sound more friendly than technical. Therefore, I have worded in such manner although I have utilised the same visuals. I have also maintained a neutral voice and bringing out the positives of flying in general and not just highlighting any airlines to avoid sounding like an advertisement for our Airline company.

Visualizations – The first visual I chose was to showcase the number of flights currently flying across the world. This brings in the perspective that over the years, the aircraft industry has been growing and millions of people are travelling in these flights without any fear. Then I chose to display the decline in the number of fatal accidents per million flights which again makes the reader confident regarding the newer and better technologies in the aircraft development.

The next visual I chose was to showcase the vehicular fatalities in the US states in just year 2020. This is to bring across the point that the vehicular travel is not very safe, let alone being safer than air travel.

Ethical considerations – I have ensured there is no customer personal details mentioned in the blog. All the visuals have been created from data sources extracted from public domains, shared by organizations for educational purposes. All references are mentioned in the post.