The analysis done for this project was geared toward reassuring a restless audience. The initial instructions from week one made it seem like there was a lot of negative media attention and/or political motivation on the subject. However, the only article I could find that indicated there was potential worry was regarding the Southwest airline accident back in 2018. I vividly remember this incident for a couple reasons. The first, was that my wife and I were traveling to Arizona a week after the incident occurred. The other, the woman who lost her life shared my same employer, so we saw a lot of internal memorials at work. Regardless, the rational side of me kicked in (even after this incident occurred), and I knew this was an outlier situation. Therefore, I chose to present the data the same way, as an outlier.

I had to take a few steps to prepare the data for my presentations. I brought in a few outside sources that illustrated that cars are more dangerous than airplanes. The data cleansing process was easy overall, outside of a loop I had to build to pull in data from NHTSA. The purpose of this was to create a temporal view of data that I could use in a map animation to show how many more traffic deaths occur over airplane deaths.

The hardest part of this project was catering the data to each audience. I realized that, at work I am used to presenting data to individuals that are familiar with the business. Transitioning between the initial steps of the “data science” team to the “executive” team was dramatic. I thought I’d be able to reuse some of the existing graphics, but I realized that executives want to know the bottom line. How does this impact our business? What are the steps we need to take? Therefore, I brought in some airline financial data, which worked out quite well. A lot of the dips in revenue appeared to correlate with this 2018 incident. I also noticed that passenger travel decreased the following year, indicating there was some possible impact of consumer uncertainty following the 2018 incident. The blog post was the easiest, as I followed what our text said: “present it the way you talk”. I’ve never written a blog post, but once I was done, I realized how effective this informal method of data presentation could be on the audience. The disparity between these audience’s helped my appreciate this course. The way I talk with my work peers is vastly different than the way I present a visual to executives. The same can be said about internal versus external audiences. When I speak to internal audiences, I tend to use nomenclature they are familiar with. When I speak to external audiences, I speak the way I would talk to them on the street.

If I had the opportunity to do this different, I would focus more time on the financial report. I found it interesting that the data dipped during this timeframe and wanted to explore if this was indeed a result of customer uncertainty with airlines, but I ran out of time.

Overall, this project was well worth the effort. I may not ever write a blog post again, but I can appreciate the process on medium.com or towarddatascience.com a lot more.