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DS640

Week 5&6 - Executive Summary

**Executive Summary**

The approach I took for creating this executive summary is by highlighting the shortcomings of the opposition and then highlighting where our cause excels. For example, in the second slide, I took a look at the statistics between the yearly costs associated with both types of travel. With the audience being those of an executive level, their first concern is always going to be money. This is planned as a way to hook them into the presentation along with use some highlighted values in the text.

Once the audience has seen the monetary loss associated with the types of travel, I start to look at other metrics like incidents related to alcohol consumption. To do this I needed to add an additional dataset to my project to ensure that I could make a point regarding either airline or automobile alcohol related incidents. Many people understand the impact that drunk driving has and there have been some high profiles cases involving airline workers being under the influence while doing their job. I felt that highlighting the extreme differences in the two metrics would be a great talking point to appeal to the audience’s emotional side, while also backing it up with strong metrics. My final few slides talk about the differences in incident counts and fatalities per year, which are used to drive home the message.

I also spent a little time looking for the right theme of the slideshow. I looked around at the preconfigured theme’s given by MS PowerPoint and ultimately went with one that embodied the idea of a “classified file”. I felt that this set the serious tone of the topic and it would help drive home the message that airline travel is significantly safer to travel than driving a car.

Additional data sources:

<https://www.kaggle.com/sobhanmoosavi/us-accidents>

<https://www.kaggle.com/cdc/impaired-driving-death-rate-by-age-and-gender>

<https://www.sciencedirect.com/science/article/abs/pii/S0965856412001577>