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Project Task 3 – Summary

For this project task, I created a blog post off the Blogger website in which I used a travel/airplane layout. I wanted to use the background story that I am writing this post as a data scientist offering some travel advice. I thought it would be interesting to offer a personal perspective for this medium, since a blog post tends to be written in a more informal, personal setting. I also thought the personal aspect would be better than just stating I work for the airline and spewing facts at the audience.

I chose to use some of the simpler yet effective visuals for telling my story of how air travel is safer than automobile travel, which is why I stuck to main line graph, bar graph, and map. I felt that those were the easiest to comprehend and offer the most visual impact. I made a point to annotate each point in the map and the bar chart to make it easier to read and keep the colors blue and orange to accommodate colorblind individuals. The map does have green however to differentiate between the airplane and auto data. The text is a lot more streamlined and to the point in order to be less wordy, more engaging, and to cater to the external audience rather than internal. I know people tend to lose focus fairly quickly on blog posts if it is not a topic of interest, so I wanted to keep it short and sweet in order to maintain the engagement.

I found that this medium can be very versatile with the different themes and layouts you can apply. I appreciated the ability to publish the post at a specific time which is helpful for business management. Some of the ethical considerations I had were if I should disclose that I worked for the airline in this case. I didn’t end up stating that I was because I figured the audience might think that I was biased and not actually giving the true facts. I did make sure to share that I am a data scientist to establish credibility. I was also concerned about the size of the visualizations. I didn’t want to make them too big and distract from the text, but I want to make sure they were legible. I was impressed with how it came out, hopefully the audience feels the same!

Sources:

* <https://aviation-safety.net/>
* [https://www-fars.nhtsa.dot.gov/States/StatesCrashesAndAllVictims.aspx](https://www.blogger.com/blog/post/edit/6133827764292449297/5723245611840770819)

Link to Blog Post:

* <https://krodzalez.blogspot.com/>