Kiana Gonzalez-Rodholm

4/24/2022

Executive Summary

For this project task, I made a PowerPoint which provides key information for an executive level audience. I kept the details minimal and pointed out key indicators on the graphs for each slide for the audience to focus on. I made my graphs somewhat simple as to not confuse an audience with not as much technical background and kept my colors consistent throughout to build more comprehension. That is why I stuck mostly to line charts and simple bar charts. For the map visual I tried to make it easy to comprehend by using color, adding labels, and calling out specific states to focus on in the slide. I also want to make the objective very clear for them from the start and leveraged that format through the presentation to maintain focus. I made three main points for the structure of the presentation:

* **Where are we now?** (What is the current data showing?)
* **Where will we be?** (Displays some forecast data.)
* **What should we do about it?** (What should the company do to change the narrative?)

I know that executives don’t always care about the gritty details, they like to see big picture and get action items to take away for the future so that’s what I decided to focus on.

If I were to present this to an executive committee, I would use the PowerPoint to talk through each visualization, and if possible, use Tableau for the map visual since it is more interactive than the screenshot. I made sure to put the key take aways in the conclusion such as how to move forward with some of the data showing that airplane safety is somewhat sporadic. The ethical considerations here are the fact that although automobiles are less safe, they are more consistent, so if there was anything to change or show that we (the airline) are taking action is that we should work to make air travel more reliable and not so sporadic. Ways to solve this problem would be to analyze each accident and see what the cause was to better prevent it in the future. I also wanted to make sure to note anywhere the data was altered in any way as to not misconstrue the audience (such as when I removed some states’ auto data). Hopefully this would be well received by the audience.