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3.3 Executive Summary

The approach taken with this presentation was to first set the context with the problem statement related to the negative media reports about airline safety. Background information is provided on the preliminary actions of the data science team and what they were going to present to the executive team for consideration.

In addition to the information and graphs created in the dashboard project, a pie chart, bar chart, and a table of calculated statistics was included. The information from the dashboard provides contextual and historical background. The executives may be familiar with these but are important to keep fresh and provide framing for the issue and recommendations. The injuries and fatalities emphasize the outcomes of safety incidents while the line graphs for both airline and motor vehicle travel indicate there has been an increase in use for both modes of transportation.

After providing a background on the incidents and usage, high level statistics are presented covering injuries rates both in percentages and in respective rates of measurement. By expressing the statistics quantitatively along with the visuals sharpens the message, broadens consumption, and enhances understanding of the audience. Additionally, they are quickly consumed by readers and can be used to complement future visualizations.

The search term slide provides a geographic and recency perspective to the 'airline safety' issue. These visualizations indicate various perspectives and alternative considerations were taken by the data science team and could generate additional discussion with the executive team.

Next, forecasted revenue in terms of passenger mile from the FAA is displayed. The executives are likely curious about the financial impact of what this problem may represent. The information indicates there already has been a recent drop in industry revenue and recovery will be a long slow process. While this information doesn't directly address what impact the issue at hand may have, understanding the economic climate helps the executives prioritize solutions to the problem.

The final slide summarizes the prior information and provides recommended next steps which align with our future project tasks. The summary emphasizes:

- Air travel has been safer than motor vehicle travel
- More concern with airline safety on the US East coast, but searches for 'airline safety' have declined
- The airline industry has experienced a decline in revenue with a forecasted slow recovery

The visualizations vary in color and are presented in a side-by-side manner to allow easy comparison. The green theme for the slide deck was chosen as a soft background to the more striking colors used in the visuals. Wording on the slides was kept to a minimum aside from the introduction and conclusion slides. This design is intentional to ensure the audience is focused on the speaker, the visuals, and elicits conversation from the executive team.

From an ethical perspective, the information is displayed in an objective and straightforward manner. Size, axis, and color for each of the comparison charts are the same and simple. The only concern is with

the statistics are captured by their sources as different units of measurement. The conversion between miles driven and hours driven is explicitly called out in the slide and noted in the discussion notes. The presentation approach would be to display the slide deck and use the notes for each slide to help guide the discussion. I've printed the PowerPoint in the slide / notes format to provide further insight.