DSC 640 – Data Presentation & Visualization

Professor: Catherine Williams

Week 3&4 Project Task

June 30, 2023

**The scenario/Business Problem:**

A 250-word paper summarizing what you did and why you made the decisions you did – why did you choose the visualizations you did? What is your plan to present to the executive committee? What were your overall findings? What ethical considerations came up when presenting to this audience or while you were doing your research?

Presentation at the executive meetings will require a combination of effective communication, preparation, and understanding of the audience's needs and expectations. I will be covering below aspects during the meetings to strongly convey the message.

**Brief introduction followed by power point prestation:** I will Incorporate visual aids like slides or charts to support the key messages and enhance understanding. The presentation will have visuals charts comparison of accidents data for both Airline and Motors from year [2000 - 2022] also highlighting causes of rise in the rise of motor accidents. Categorizing the various types of road accidents

**Visual representation using Power BI**: The Power BI reports will have various types of charts and visual data to make executive understanding and taking a data driven approach. The report also has various filters enabled to provide any specific year data, in case executive wants to scrutiny and narrow down the visuals. The pie charts will help organize and categorize the accident types severity numbers.

**Research presentation** : This part will get covered in continuation with power point slides presentation, just after the visual slides. The research materials to support the facts will be from an authenticated publications , media reports and government data. The support of research and journals will have greater impact on the audience as no one can deny the realistic data and facts to prove why airlines are safer than travelling by cars, and how airlines safety regulations and technology improvements have imposed overall airline safety.

**Anticipate and address questions** : This will be the last portion of the presentation where I will prepare to answer all the potential questions and concerns that may arise. Using this, I will also anticipate executives decision and the next course of action.

While preparing the data and power BI visuals, it was very important to consider the data privacy and confidentiality including not presenting sensitive information or data to the audiences. To ensure data handling is with utmost confidentiality and adheres to any relevant privacy regulations. I will also be cautious about discussing proprietary information or disclosing personal data without proper consent.

A close-up of a graph

Description automatically generated with low confidence

**REFERENCES**

Tutorials for Power BI :

<https://learn.microsoft.com/en-us/power-bi/fundamentals/power-bi-overview>

Airline Travel accidents : https://www.baaa-acro.com/crash-graph?created[min]=2020-01-01&created[max]=2029-12-31