

- why you chose to present the data story the way you presented it.

I chose the presentation in a way of presenting the story using **who** by identifying the audience. They are the general public who needs to be told the facts about aviation industry. Currently, news media are bombarding inaccurate reports and charts which ultimately imprints a false and negative impression of airline industry, at times even affecting the demand of flights. We followed who by **what** in which we are proposing the idea that airline has been safer than before and the reports and figures presented by the media do not reflect on airline safety. Lastly, after that **how** is followed where we provide detailed story of airline safety via statistics, charts, graphs with data collected through various sources. This way is better since it helps in understanding who our audience are, what the issue is in hand, what can be presented and finally what solution/conclusion/finding we want from the data story.

- what you did to prepare the data for the way you chose to present it.

Firstly, I followed the *Storytelling with Data* book in creating a Storyboarding. The reason to use storyboarding was to create a structure for the communication. It helped to establish a visual outline of the content I planned. Example of the structure was beginning with Issue and ending with Solution or Findings. After that I went through numerous data source to collect relevant dataset of aviation industry. Be it from newspaper data, GitHub, bts.gov and more. After carefully selecting the required data, I used two data visualization tools (Tableau, PowerBI) to create story for the data. I followed the data visualization principles to create each

visual such as defining a clear purpose for the project, knowing the audience and showing visual features to present the data properly.

- The difference(s) between presenting the data story to a general audience as opposed to an internal audience.

While presenting the data to general audience I had to be careful in not using technical language which could have been understood by peers. We need to understand that the general public are unaware of in-and-out of airline industry. Such as sources of income, operating cost, what factors causes decline in airline ticket (negative publicity). These can be relevant data which our peers or internal audience are used to. Compared it to peers as audience we have to understand that they are proficient in understanding technical language and know how the industry functions.

- what you would do differently if you had to do it all again from the beginning.

If I had to airline project all over again, my primary focus would be searching for relevant data. While working on this project, I focused most of my time on what charts to use, what color to pick to make a difference in creating a data visualization. Additionally, I would be using tableau more efficiently. Only later I learned about the advance and complex ways to use tableau to create more beautiful charts and graphs.

References:

<https://www.bts.gov/content/transportation-fatalities-mode>

<https://github.com/fivethirtyeight/data/tree/master/airline-safety>

<https://fred.stlouisfed.org/series/RPM>

<https://www.washingtonpost.com/news/storyline/wp/2014/12/31/lots-of-americans-fear-flying-but-not-because-of-plane-crashes/>