For my video presentation, I decided to create an animation similar to ones I typically see on YouTube. After researching my options, I chose Animaker as my application because it was free and received plenty of high reviews. After watching some tutorials and ideating, I decided to set a scene in an airport and use a white presentation board to display my charts.

As far as storyboarding my presentation, I based the main events on my blog post and infographic. I thought that this flow of the information from point to point worked best. I had spent quite a bit of time thinking through the story of the data for those tasks and didn’t feel like the video warranted a major change to the story since the blog post, infographic, and video were all for the general public. To set the scene of the animation, I chose to show a woman having a nightmare in an airport about plane crashes. I felt as though this introduced the problem and got the audience in the correct mindset.

Unlike the infographic and blog post, where each chart was only presented once, the video gave the additional benefit of highlighting specific series in the charts. This can be seen with the first three charts in the video. Subsequent versions of the charts were shown in turn with the audio in the video to visualize the point being made.

For all the visualizations, either a column or bar chart was used. An alternative would have been line charts when the x-axis was years, but that would have directed the audience to focus on the trend, which was not the intention. Each chart’s focus was on differences of values, rates, or odds. My method of persuading the audience was to compare different statistics for aviation and airlines to other modes of transportation or accidents. Comparisons are done effectively with bar and column charts.

To prepare the data for this presentation, I had to adjust a couple tables. For the fatality and accident rate per mile, I decided to make the chart similar to how I did in the infographic and aggregate all the years instead of breaking it out year by year. For the odds visualization, I created a new table and used the decimal point representation of the odds to visualize it as a bar. The result made the more probable event, being struck by lightning, have a larger bar than the less probable even, being in a fatal airline accident.

Presenting the data to an internal audience vs a general audience was approached differently. For internal audiences, like with the dashboard and the executive summary, more information was given in each chart. There was more detail to be shown that would have been applicable to an internal audience. For example, the internal audience of the airline would be concerned with airline usage rates and revenue whereas a general audience would be more concerned with overall safety statistics. Internal audiences are focused on making money and the general public is concerned with their safety.

If I had to repeat this term project from the beginning, I probably would have done more research on common misconceptions about flying. I could have leveraged this information to find data and create visualizations that responded directly to common myths. I think it would be fun to have done this project from the perspective of a data scientist on the White House Covid-19 task force. There’s a ton of data available and endless amounts of misconceptions to address with masks, vaccinations, positivity rates, and more.