# **Final Presentation: Supporting Document**

**Why you chose to present the data story the way you presented it.**

I was most comfortable working with PowerPoint presentation, so I selected PowerPoint presentation. I used story telling method where I explained details based on step by step how I learned more about the topic and the reason behind selecting particular analysis and graphics.

**What you did to prepare the data for the way you chose to present it.**

I gone through different websites where I could gather supporting data which could help me analyze about the topic at hand. Data source suggestion in the project task was very helpful. After gaining all the data I needed to complete my analysis. I did draft a presentation to tell the story best possible way. I did work on different form of presentation and I used PowerPoint presentation as I was most comfortable with this method.

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

When we are presenting something to internal audience, most of the time we know what kind of information/data already available to the audience, so it becomes easy to present to internal audience. We will know what information we need to include that will be helpful for them and what information will not be helpful.

But when working with external audience we need to put an extra effort to learn about what information is already available to them. What information will be helpful for them and also, we need to put some effort to know about their knowledge base. Once we have all these information presentation efforts became easy for external audience as well.

**What you would do differently if you had to do it all again from the beginning.**

Many of the steps I will perform will be same what I did for this project If I get another chance, I might add peer review step as well so that I can discuss with the peer. This gives us a chance to have a look from another person to get views from his/her perfective. It allows to bridge the gaps if there are any in the presentation.

**Summary of all the graphs and related information:**

In order to combat negative publicity. First, I needed to look into the accident reports where I could compare the accidents happened on the road through automobile vehicle vs. airlines. Then I compared accident happened from 1985-99 duration vs. 2000-14. After then I checked fatalities & incidents happened based on different airlines. Also, I included a bubble chart of top airlines where most fatalities happened. I check for airline industry operating revenue as well. Please find below details on each chart I prepared.

1. **Fatalities, Incidents & Fatal Accidents 1985-99 vs 2000-14:** This chart clearly shows number of fatalities, incidents & fatal accidents, all of them reduced and counts are very less in 2000-14 then 1985-99.
2. **Automobile vs Airline Crashes:** The chart compares the automobile crashes happened against airline crashes and it clearly shows automobile crashes counts are way higher than airlines. Also, we can see number of crashes are reducing year over year in airline industry.
3. **Airline Fatal Incidents: 1985-99 vs. 2000-14:** The chart clearly shows airlines which had incidents in 1985-99, had less incidents in 2000-14. This is evident airlines are having less incidents now.
4. **Airline Operating Revenue & Net. Profit:** This shows revenue and net profit by airline companies it is increasing year over year with some exception years where it reduced. Based on this it seems like more air travelling happening and as a result airline are earning more year over year.
5. **Airlines with Most Fatalities in 2000-14:** It clearly shows many airlines had more fatalities in 2000-14. Malaysia Airlines had maximum fatalities. American\*, Air France, Kenya Airways and China Airlines are among top 5 airlines with most fatalities.
6. **Departed Seats by Year:** For LLC (Southwest, JetBlue, AirTran, Frontier & Virgin America) & Other (Alaska, Hawaiian, Spirit & Allegiant) departed seats increasing year over year. For Networks like American, Continental, Delta, Northwest, United, US Airways, America West from 2000-08 there was decline in departed seats but then it started increasing linearly. Industry gone through many recession periods as well, but it doesn’t seem like this industry was much impacted as it continues to grow still.

From the above analysis I think airline travel is safest as compared to automobile travel. We can also see number of crashes are reducing year over year, so they are doing better in enforcing good safety measures. Above analysis is evident of this conclusion.

Supporting Data sources:

* <http://web.mit.edu/airlinedata/www/Traffic&Capacity.html>
* <https://github.com/fivethirtyeight/data/tree/master/airline-safety>
* <https://www-fars.nhtsa.dot.gov/Trends/TrendsGeneral.aspx>
* <http://www.baaa-acro.com/statistics>
* <https://github.com/fivethirtyeight/data/tree/master/airline-safety>
* <https://github.com/sutharshani/DSC640/tree/master/Week_5_6>