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Kia/Hyundai Car Thefts Analysis

For Kia/Hyundai car thefts, I decided to target those in charge of implementing the safety features on the vehicle. Often times for some vehicles features can be added for an extra fee. I am calling to action that Kia/Hyundai cars which are going to specific cities need to have safety features added before being distributed to those locations without a fee. In doing so this will create safety for the customers and a positive reputation for the company seeing that they care more for the safety of the customer than the extra buck. In making the visuals to convince the makers, I did not change any of the data provided. However, we must take into account that the data being used is between the years 2019 to 2022 and that things may have changed within the last two years, so more data may be necessary for future implications. When presenting this data, I chose to introduce the audience to the topic with a visual to get a basic understanding of the topic and plan. I made sure to show different types of visuals as the presentation moves between the slides in order to minimize confusion between topics. As the presentation moves through the slides, I was mindful of not clogging the slides with words and spreading apart small sentences or phrases. When making the visuals they were very informative and uniform with blue colors. For certain areas the blue or bold represent the category or city of focus. Darker blue for some areas signifies a higher intensity or amount in the visual. Overall, the data showed that cities such as Chicago are seeing an increase in theft and cities like Milwaukee may not see an increase, but their theft rate is high. Cities with either of these situations or shown on the tree map are cities are recommended have safety features implemented with their vehicles before distribution to the dealers of those locations or before being purchased from those dealers if in that city.