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[DSC640-T302 Data Presentation & Visualization (2241-1)](https://cyberactive.bellevue.edu/webapps/blackboard/execute/courseMain?course_id=_520868_1)

[4.3 Project Task 3: Blog Post - Summary](https://cyberactive.bellevue.edu/webapps/assignment/uploadAssignment?content_id=_14812840_1&course_id=_520868_1&group_id=&mode=view)

**Summary**

In making this blog post, our aim was straightforward: to present the facts about air travel safety in 2021 in a clear, honest, and accessible manner. We chose specific visualizations to help tell this story effectively.

Our decision to use a chart, KPI’s allowed for a direct comparison between aviation and road accidents, making it abundantly clear that air travel is significantly safer. The world map with markers was selected to show that aviation accidents are not confined to one area but occur worldwide. Pie charts were employed to simplify complex data about accident categories.

Compared to previous internal campaigns, this presentation placed a stronger emphasis on transparency and ethical communication. We aimed to provide a fresh perspective by highlighting the global distribution of accidents and the diversity of accident categories. Our key findings were unequivocal: air travel in 2021 was statistically safer than road travel. The numbers painted a compelling picture of the stark contrast in safety between the two modes of transportation. Ethical considerations were paramount throughout the process. We were steadfast in our commitment to delivering accurate and transparent information, devoid of sensationalism or bias.

In summary, this blog post upholds the principles of ethical communication and transparency. Our goal is to provide a truthful and context-rich narrative about air travel safety in 2021. We pledge to maintain this commitment, engage in open dialogues with stakeholders, and responsibly navigate the media landscape. The data-backed findings reaffirm that air travel remains one of the safest ways to journey, and we are dedicated to sharing this message with the world.