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DSC640-T302 Data Presentation & Visualization (2241-1)

Aircraft & Road Accidents 2021

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For this 3-minute video, I wanted to inform the audience about air travel safety in 2021 in a way that's easy to understand. The people watching might not know much about the data, so I aimed to keep it simple and engaging. I recognize the importance of maintaining a strong dialogue with our shareholders. By sharing accurate data and insights, this not only builds trust but also fosters a collaborative environment for addressing safety concerns.

I decided to use a mix of visuals and talking to connect with the audience. The pictures help show the important points. I focused on the big difference between plane and road accidents to grab attention. It turns out there were a lot more road accidents than plane ones in 2021. I also showed where these accidents happened on a map and explained the types of accidents.

I had a script to make sure I didn't ramble and got the message across in 3 minutes. The ethical consideration regarding the presentation is modest, I made sure not to use scary stuff or make things sound worse than they are. Being honest and clear was essential.

In the end, the video is about telling everyone that flying in 2021 was safer than driving. We want people to have the right info for their travel decisions and to know that safety is crucial to us as an airline.

In summary, our data-driven analysis for 2021 underscores that air travel remains one of the safest modes of transportation globally. Aircraft accidents, when compared to road accidents, reveal a significant difference in incident numbers and fatalities, reaffirming the safety of air travel.