# **Final Presentation: Supporting Document**

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

For the final presentation, I chose Power Point presentation with voice over. I tried to provide an overview to the customers about the factual data and tried to remove the wrong notion about Airline safety.

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

The first thing about any analysis is having the right kind of data. So, I visited a lot of different websites from where I could gather data with regard to airline crashes and also about the airline industry in general. The data source suggestion in the project task was very helpful. Then with the data in hand, I worked on a storyline on how I can tell my story. I tried to build simple but effective graphs to support my story and did not want to over complicate the visualizations. Then I put all the visualizations in PowerPoint to present my story.

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

The way you build your story differs based on your audience. If they are an internal audience then they would have an idea or background of the actual scenario. So, we can pitch in your findings and also you can discuss internal aspects like revenue and pitch for more budget for your project. Whereas while working on a story for the external audience, there might be preset notions about your story. Like in this example, the external audience were already under negative influence about airline safety. So, it is very important to thread the needle carefully here but at the same time make a strong point with will erase their preset notion and they will be ready to listen to your story.

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

I am not sure if I would have done many things differently. Your inputs throughout the course really helped me a lot. So, I would incorporate your suggestions and better my project if I had to do it all again.

**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. **Twitter Trends:** The first chart shows that the negative publicity is actually true and I provide a twitter snapshot of the trends and feedback on airline industry.
2. **Fatalities, Incidents & Fatal Accidents 1985-99 vs 2000-14:** According to the data compiled by the Bureau of Aircraft Accident Archive, Fatalities/Accidents have reduced considerably over time. Numbers from 1985-2014 show that there is close to 67% reduction in Fatalities/Accident when we compare data from 1985-99 and 2000-14. The advent in technology over the years has had a great impact on this number reduction.
3. **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.
4. **Passenger Count:** In 2019, we had over 1 billion passengers who have travelled in Airlines. So irrespective of these bad sentiments, the airline passenger count has been constantly increasing. People have shown more confidence in airline travel and the numbers prove the same.
5. **Revenue vs Crash:** This shows revenue by airline companies is increasing year over year and at the same time crashes have been decreasing.

Based on factual data we can clearly see that Airline Industry has put in a lot of effort and time to improve the experience of the travel to its customers. Yes, it is true that Airline crash tend to have more impact than an Automobile crash and that is the reason it grabs more attention and makes people more sensitive to them.

Fortunately, the air industry continues to focus on the safety of all passengers. The joint effort of industry leaders, air traffic controllers, pilots, and maintenance engineers create an army of professionals focused on a pleasurable, safe experience for all passengers. By doing so, air travel continues to be robust, with a growing number of passengers traveling for business, as well as pleasure. This coordinated effort continues to provide a superior means of safe travel, when compared to auto related travel. Through unrelenting commitment to investments in safety and technology, the air industry is poised to continue being a leader in safe travel.

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>