

## Infographic

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### Infographic-AS

Air travel is still profitable and by far the most preferred way to travel as well as US airlines tend to have safer travels compared to non-US airlines. Based off the 'Airline Fatalities' graphic, more non-US airlines lean to a higher fatality rate compared to that of US airlines. Yet, this does not deter from customers boarding US airways in the last 20 years for the 'US Airline Accidents & Fatalities' graphic due to the low fatality rate after 9/11 and no more than 50 occurrences of accidents transpiring within the timeframe of 20 years for US airlines. However, this does not deter customers from recurring their travel experience in preference to airways. Provided from the 'Airline Profit' graphic, the net and operating profits of airlines from the years of 1977 to 2019 has steadily grown exponentially, only dwindling for three occurrences; once in the late 1980's to mid-1990's, another in the early 2000's (effects of 9/11), and lastly, in the few years leading up to 2010 (global recession). This trend continues in the 'Airline Departures & Load Factor' graphic; with the booming pilgrimage known as "air travel" rising from 1977 to 2019, more departures as well as load factor occurred in the span of more than 40 years. An akin occurrence transpires in the 'Airline Operating Expense & Revenue' graphic; in the span of more than 40 years, there is an underlying relationship between expense and revenue to where revenue primarily exceeds expense, thus, consumers are still purchasing tickets for air travel. A constant projection of customers loading aircrafts is represented in the 'US Airline Departed Seats 2018-2019' graphic for the years 2018 through 2019. Thus, in conclusion, air travel is still a frequent option that patrons utilized whether with US-airlines (safer route) or non-US airlines (more vulnerable to fatalities) due to profitability, departures, load factor, and revenue.

Thus, in conclusion, air travel is still a frequent option that patrons utilized domestically and internationally, but will be operated in safer environments of US airlines and is still profitable even during times of crisis.

The color scheme that was chosen was inclined to a more yellow-gold with a mix of violet/purple hue. The violet/purple tint hinted to more of a bright and eye-catching to an audience for a infographic while the yellow-gold tone complimented the violet/purple tint.

Lastly, for the visualizations, 'Airline Fatalities' had a stacked bar chart to display airline fatalities. For 'US Airline Accidents & Fatalities', both a line plot and bar chart was wielded to exhibit **Accidents: Total** and **Fatalities: Total**. For 'Airline Profit', it had both a line plot and bar chart to establish the relationship between **Operating Profit** and **Net Profit**. For 'Airline Departures & Load Factor', a bubble chart was exploited to present departures and the load factor. For 'Airline Operating Expense & Revenue', two line plots were utilized to showcase the **Total Operation Expense** as well as **Total Operating Revenue**. Finally, for 'US Airline

Departed Seats 2018-2019', a tree map was employed to advertise US airlines departed seats in the year 2018 through 2019.

[Airlines For America | Annual Financial Results: U.S. Passenger Airlines](#)

[Airlines For America | Safety Record of U.S. Air Carriers](#)

[web.mit.edu/airlinedata/www/2019 12 Month Documents/Traffic and Capacity/System Total/Departed Seats.htm](http://web.mit.edu/airlinedata/www/2019%2012%20Month%20Documents/Traffic%20and%20Capacity/System%20Total/Departed%20Seats.htm)