Dipika Sharma

DSC640 T301 Data Presentation & Visualization

Bellevue University

Table of Contents

Project Task 5 – Video Presentation

A. Introduction

I created the PowerPoint presentation as part of the project task 5. The purpose of the PowerPoint presentation is to show creative visuals to passengers to share the positive message on How safe is Airline and to ensure them safe travel and can reduce their anxiety about Air travel.

The visuals are based on Aviation Safety Network database along with airplane crashes and Airline Revenue data from Kaggle. I am also using deaths rate by transportation mode data from national safety council injury facts along with total passenger travelled in year between 2009 to 2019 data.

In the first slide I explain why they choose Airline and tell the customer that Airlines are time efficient and best option for frequent travelers.

In my second slide I chose to show the fatalities rate by transportation mode. This visual indicates that the personal light duty vehicles have highest risk of deaths compared to air, rail, and bus. The death rate is lowest when travelling with Airline.

As my third slide I share the fatalities rate, fatal accident rates and incident rates for period 1985-1999 and period 2000-2014. I showed them how much the rates went down in 2000-2014 from 1985-1999. This visual will show that airline is taking responsibility and constantly making efforts to provide better and improve services to the passenger.

As part of my fourth slide visual I showed them the number of fatalities for last 10 years. This view is again to prove that there is an improvement in the services and fatalities rate went down to 40.6 % in last 10 year and proves that our Airline prioritize customer safety and trying hard to provide better services.

The 3rd and 4th slides will show that the fatalities are decreasing year over year, and this

proves that with new technology Airline industry is making progress in ensuring more safety to passengers and crew members. Airlines are regularly working on maintaining and improving their services to reduce the future risks to guarantee safer air travel to passengers.

5th slide show the revenue of Airline by years. It shows Airlines revenue increase by 22.94% and this give us the ability to invest the profits on training and improving the services to the customer to ensure safe travel.

The next 6th slide is about the flight phase to show our airline making efforts in all the phases of flights to ensure safety. We are organizing training and guidance on all flight phases.

The last slide shows despite of all negative media buzz people is choosing air travel and the people who using air travel are increasing every year indicating that they trust Air services and with all the negative news they still have some faith on Air travel industry. The visualization and information that was shared in PowerPoint are more focused on sharing positive news and can ensure safe travel to passengers so that they can freely select their Airline services without any hesitation.

B. Ethical Implications

- As part of the project step 1, I noticed the discrepancy between Aviation Safety Network database and data coming from Kaggle like Kaggle data set is for period 1985-2009 and Aviation Safety network show the data for period 1985-2014 we are missing 5 years data for crashes and fatalities.

- The other risk I see is with ensuring data accuracy. Both data set is obtained from public website and none of them is government website, so it is difficult to say if data is accurate.

- All the data used for visualization is decade old and for better decision making it will be beneficial to visualize the recent data which can show the current state of Airlines.

- I also make sure all the ethical analysis guidelines will follow by me while preforming data analysis steps.

C. References:

- Airline Safety dataset - https://aviation-safety.net/

- Airplane Crashes Since 1908: https://www.kaggle.com/datasets/saurograndi/airplane-crashes-since-1908

- Deaths by transportation mode - https://injuryfacts.nsc.org/home-and-community/safety-topics/deaths-by-transportation-mode/

D.