DSC Milestone 1: Dashboard Write-up

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The basis for the inspiration for my project this semester is:

“As Americans are gearing up to travel again, they have many choices to make when planning their vacation. As they contemplate their destination, they must contemplate how they will get there which could influence where they go as well. The further the destination the more likely they will want to fly. Unfortunately, there have been many reports lately on the perception that airline travel is unsafe, and it would be safer to use a form of ground transportation to get to their destination. This perception is what we are out to squelch and make sure people know that it is safe to travel by plane to their destination, possibly more cost effective to travel by air and therefore continue to increase our revenue.”

The first milestone in the project is to design a dashboard for peers and management team. For this, I divided the dashboard into three sections to establish my key points. The first section at the top has 4 graphs that get the idea across that it is more fatal to drive than fly. It is centered around a line in gray, color chosen to make it stand out more with the other colors but not outshine the graphs, that states the main point of that section. I chose a red color scheme for the graphs on auto crashes to symbolize negativity and chose a green color scheme for the graphs on plane crashes to make them have a more positive feel. I chose the line graphs to show that the trend for both is down, but the trend for the airlines has a more negative slope. I chose bar graphs for the next two graphs since they are showing the numbers for a large group of individual airlines and states. Though the axis scales are different, when you look closely you can see the stark difference in the axis labels and then see how the bars show the 10K difference. The second section of the dashboard is a chart that shows the statistics on airline crashes based on flight hours. The main take away from this chart is presented next to it that there are less than two crashes per 100K flight hours. I wanted to make sure I had some statistics presented on the dashboard so that is why the chart is present. I also wanted something in the center that would give a lot of information without being overwhelming, thus keeping the chart in a greyscale to keep it from popping off the page too much and allowing the reader to just take in the information. The last section on the dashboard is the revenue graph. I placed this graph here and allowed it to speak for itself. I used the green color to symbolize money and used a bar chart to get that rectangular dollar bill shape. This begins the conversation that the airline industry revenue is on an upward trend, and we want to keep it that way.