**DSC 640 Project Task 3 – Blog**

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The goal for this blog was to be transparent about the numbers for airline accidents and fatalities, while also showing that the stats have improved over the years, particularly for US Airlines (where my theoretical company is based). To do this, I chose blue to be in all of the graphics, because it is known to have a neutral, calming effect, and the shades of blue were decided by the software used (darker blue from Tableau, brighter blues from Python). Lastly, I split the information into three sections:

**U.S. Based Airlines**

This section focused on the Airline Safety 1985 -1999 and 2000-2014 dataset to detail the number of incidents when adjusted by the number of seat kilometers flown. This adjustment gives a better representation of the frequency of incidents over a flat number of incidents. For larger airlines like American, the total number of incidents is large, but that’s because they do a lot of business.

I also wanted to highlight US airlines in this section to introduce the sentiment that air travel isn’t as dangerous as the media might let on, and US airlines are leaders in keeping it that way. It’s a lighter introduction to the players in this story.

**Historic Airline Incidents**

I used this section to lead into a more serious note, focusing on the List of aircraft accidents and incidents resulting in at least 50 fatalities. It was the “Act 2” per Chapter 7 in Storytelling with Data, creating a little more drama, but explaining how the resulting legislations contributed to increasing airline safety.

**How Car Travel Compares**

Lastly, every story needs an antagonist, and in this case, it was car travel as an alternate form of transportation. This section reveals the true stats on car travel, that it’s not all it’s cracked up to be when it comes to safety. It is a risky section because I only have a sample dataset from one city, but I do not hide this fact, and the numbers end up supporting my story, showing that air travel is still the better of the two.