DSC 640
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Blog Post, Supporting Document

       I wanted to use some of my simplest yet compelling metrics to communicate the data through this blog post because it should be reaching a wider, less complicated audience. The first visual I pulled was my pie chart because it shows overall fatalities and that car travel is responsible for over 99% of traveling fatalities when being compared to air travel. I changed colors in the visual to make the auto section yellow which makes it more alarming because it stands out more, and used a larger font, just to make the percentages displayed and legend easier to read.

       Next, I included a grouped bar chart and line graph that compared the fatalities over several years and showed just how little airline fatalities stack up in comparison to auto fatalities. For the grouped bar chart I simply added a title, but originally my line graph only consisted of the trend line for auto deaths so I added a trend line for air travel fatalities as well and stuck with the color theme of yellow/orange for auto and blue for airline which draws more attention to auto and the difference between the two.

       After these I wanted to break down total amount of miles traveled by passengers to get a more accurate count for fatalities per traveling mile. I edited the metrics from the executive summary to calculate the total number of miles traveled in each type of transportation incorporating number of passengers per mile traveled as well in order to calculate fatalities per 100,000 miles traveled. With these metrics I used the same color scheme as well to draw more attention to the brighter yellow color highlighting autos and the calm, cool blue to show airline statistics.

       Lastly, beyond comparing cars and airplanes I wanted to show that airplane travel has gotten safer throughout the years as well. I brought back my bubble chart to show the decrease in incidents and fatalities for air travel between 1990 and 2019 sticking with the color blue in this visual to get a more relaxing feel for airlines.