DSC640-T302

Lincoln Brown

Assignment 2.3

Executive Summary

Professor Williams

For the executive summary, I wanted to focus primarily on the overall reduction in the number of fatal accidents and fatalities for the airline industry over the years. Given that I will be presenting this to the senior leadership in the company, I wanted to keep the graphs straightforward and focused on the safety aspect of the airlines. I chose to include comparisons with vehicle accidents and fatalities to help provide the senior leadership with easy to digest facts and figures to illustrate the relative safety of airline travel.

I started the presentation with line plots that included a trend line for both the number of fatal accidents and fatalities. I also included the same information at the end of the presentation in a different graph illustrating the same information but consolidated in one graph. I did this by showing the number of accidents for each year but used different sized circles to show how many fatalities occurred. Including the same information twice in two different formats was an intentional choice to not only enforce the importance of the information, but to form a conclusion that tied the presentation together. Additionally, the first graphs were separate, but included a trend line. I wanted to break these graphs out individually at first, to reduce the visual clutter in the design. I excluded the trend lines in the final graph but was able to show the information for both fatal accidents and fatalities in one graph.

After the first two graphs, I showed the number of fatal vehicle crashes and vehicle fatalities. I chose to combine both graphs, since it is a supporting graph. I included only one trend line, that of the number of fatalities to keep the graph simpler. Next, I showed the airplane vs vehicle fatalities that I had in the dashboard I presented to the internal team. After further consideration, I have decided that this graph is an important one to keep and present. The number of vehicles fatalities and airplane fatalities are important to examine, even if they are hard to directly compare since there are more people driving everyday than flying. In light of this, I used the number of fatalities per 100,000 registered vehicles vs annual flights to help draw a more balanced representation.

In summary, I am satisfied with this presentation for the senior executives. It shows the overall improvement of the safety of airline travel and compares it against vehicular travel. It shows the individual statistics related to each of these forms of travel and compares them as well. I addressed the ethical concerns I had initially by using the number of fatalities per 100,000 registered vehicles vs annual flights to bring the metrics closer to a balanced baseline. Overall, I hope that this will be well received by the senior team and will help guide their decision making.