**Summary**

The design selected for the executive summary is consistent with the design of the initial dashboard. A simple, colorblind color palette was selected to make certain information was not lost to color confusion. The colors were selected to not outshine the data and information being shared. Any imagery selected is directly tied to the airline industry or travel, and this allows for a continuous string throughout the summary. A focus on fatal accidents was maintained throughout, as when travelers think of safety, they often think of life or death scenarios. Accidents and incidents are difficult to quantify in terms of safety, and when comparing to automobile travel, fatalities, unfortunately, are to scale across all factors.

Each chart was kept to a minimum, or in some cases simplified from the dashboard visual, to avoid confusion in the data being shared. No embellishments were used in conjunction with the charts, and the brief additional text on selected charts is there to reinforce the findings. Additionally, traditional charts (bar, area, treemap) were used, as different audiences can quickly understand and feel comfortable with the information being shared. The following is a breakdown of each chart displayed in the summary:

**Chart 1** – Air Travel Fatalities – U.S. & International Carriers (2000 -2019) – This chart highlights the downward trend in air travel fatalities over the past 19 years. Even with a few accidents causing upticks, the overall trend is downward and partially why it is the first chart displayed.

**Chart 2** – U.S. and International Carriers Fatal Accidents (2000 – 2014) – This chart does an excellent job of showing that over the 15-year period, even the largest incidents resulted in a low number of fatalities, as well as showing that many of the incidents occurred with International Carriers. I hesitated in highlighting American and United’s incidents related to the September 11th terrorist attacks.

**Chart 3** – U.S. Air Carrier Total and Fatal Accidents (2000 – 2018) – This chart highlights how safe air travel is with U.S. Carriers. The data from 2000 – 2018 illustrates this by showing accident occurrences and those resulting in fatalities. Particularly, these accidents, since 2009, have neatly resulted in zero fatalities.

**Chart 4** - Fatal Automobile Accidents (U.S.) – By listing the number of annual fatal accidents that occur in the U.S. annually via automobile, in contrasts greatly with the information highlighted in the previous chart. I did not combine the two, as the discrepancy is too great, even when utilizing a dual axis chart. This could lead to confusion or misinterpretation.

**Chart 5** – Annual Global Air Passengers – This shows a consistent increase in the number of global air travelers, showing public trust towards air travel safety.

**Charts 6 and 7** - U.S. Passenger Carriers Annual Revenue and Profits – This illustrates the robustness of the industry, how vital it is to the economy, and informs investors of the potential future returns. Treemaps were utilized here to break from continued use of bar charts and allow for easy interpretation of the financial data.

Overall, the findings solidify the fact that air travel is extremely safe and has been consistently safe. These findings and visuals can be utilized in amplifying the voice for safety in the industry, when communicating with media and other mediums. Presenting this information can be done in a variety of manners, as the visuals are approachable and require little additional explanation.

**Data Sources**

[Airline Safety](https://github.com/fivethirtyeight/data/tree/master/airline-safety), Aviation Safety Network

[Death Rate Per Year](https://www.baaa-acro.com/statistics/death-rate-per-year), Bureau of Aircraft Accident Archives

[Safety Record of U.S. Air Carriers](https://www.airlines.org/dataset/safety-record-of-u-s-air-carriers/), Airlines for America

[Annual Financial Results: U.S. Passenger Airlines](https://www.airlines.org/dataset/annual-results-u-s-passenger-airlines/), Airlines for America

[World Airlines Traffic and Capacity](https://www.airlines.org/dataset/world-airlines-traffic-and-capacity/), Airlines for America

[Fatality and Injury Reporting System Tool (FIRST),](https://cdan.dot.gov/query) National Highway Traffic Safety Administration (NHTSA)