**Executive Summary on Safety Concerns in the Aerospace Industry**

**Problem Statement**Due to recent several unfortunate airline crashes, the media has been promoting statistics stating air is no longer a safe way to travel. The news and media outlets have been bombarding the public nonstop with reports and figures about the trends of airline safety and that things are not looking good. What was previously thought as the safest way to travel, especially when compared to automobiles, is now being presented as one of the most dangerous to the public.

**Proposed Solution and Slides Summary**We will be issuing a public statement regarding these airline crashes and be providing actual statistics that explain that theses issues are being addressed and that air travel is still the safest method of transportation.

Our first graphic demonstrates the number of flights per year and how air traffic has been a growing industry. (The World Bank, n.d.) Moving onto the second graphic, we show that, even though there has been massive growth in the number of flights per year and the recent airplane crashes seem to be on the rise anecdotally, we can see that there have been fewer total incidents in the past few years. This reduced risk of incidents can be attributed to improved preventive maintenance and safety checks as well as improvements to airplane technology. (Grandi, 2016)

Our third slide demonstrates how safe planes are by comparing vehicle fatalities with airline fatalities. Using a pie chart, we can see that fatalities related to automobiles are 10,000x higher than air travel related fatalities. We also compare the number of fatalities per year between these two groups using a line chart. For the graphic to be visible, we needed to use a log chart. (ITF, 2019) (ITF, 2019)

Our fourth slide is an analysis of historical airline incidences. To improve public sentiment, we can address certain high-risk issues that cause these aircraft to crash. Multiple incident summaries cite issues like engine failure, inclement weather, and crew errors. Spending extra money on improving preventive maintenance procedures, pilot training, and better equipment to handle harsh weather will help improve our public image. (Grandi, 2016)

Lastly, we examine our pubic image. Analyzing thousands of Tweets regarding air travel can help us address certain concerns each of our customers have. Based on our results, most of our customers are concerned about risks of COVID-19 and the required testing that we require to travel safely.

# **Resources**

Deloitte. (2020, June). *COVID-19 Impact on Aerospace Industry*. Retrieved Apr 25, 2021, from Deloitte: https://www2.deloitte.com/content/dam/Deloitte/de/Documents/energy-resources/IPuC\_COVID-19\_Impact\_on\_Aerospace\_industry.pdf

Grandi, S. (2016, Sep 9). *Airplane Crashes Since 1908; Full history of airplane crashes throughout the world, from 1908-present*. Retrieved Apr 25, 2021, from Kaggle.com: https://www.kaggle.com/saurograndi/airplane-crashes-since-1908

ITF. (2019). ITF Transport Outlook. doi:https://doi.org/10.1787/transp\_outlook-en-2019-en.

ITF. (2019). *Road accidents*. Retrieved Apr 25, 2021, from OCED: https://data.oecd.org/transport/road-accidents.htm

The World Bank. (n.d.). *Air transport, passengers carried*. Retrieved Apr 25, 2021, from The World Bank: https://data.worldbank.org/indicator/IS.AIR.PSGR

u\_37suikdl. (2021, Mar 7). *Airplane Sky Sunrise Sunset Sunlight Clouds*. Retrieved from pixabay: https://pixabay.com/photos/airplane-sky-sunrise-sunset-6074629/

(Deloitte, 2020) (u\_37suikdl, 2021)