

## Infographic Write-up

Due to their shareable nature, infographics are beneficial for presenting complex information concisely, succinctly, and visually captivately. The Delta Air Lines airplane safety infographic was outlined specifically for compelling storytelling. The first text box serves as the hook statement and the purpose for creating the following infographic. The airplane fatality area chart shows the audience the downward fatality trend, with fewer than 300 deaths in recent years. The distance traveled pie chart by airlines and fatality by airlines lollipop plot to display the rarity of dying in a Delta airplane despite being in the top 2 for the most distance traveled per week. Being recognized as one of the safest airlines by Forbes (a reputable source), the "Top 20 Safest" visual feature provides credibility to our claims and gains audiences' trust. The purpose of including the statistical chance of dying in various scenarios in the infographics is to highlight how rare airplane fatalities are compared to what the media has portrayed. The death per-mile bar chart provides further evidence to support the claim about airplane safety while highlighting the danger of traveling by car. The chart also proves air travel is much safer than railroads and buses.

Since the infographic was created for the external audience, the visualizations shared with the internal audience differed from those used in the infographic. The visualizations for the internal campaign primarily focused on persuading senior managers about the causes of an airplane crash and suggestions to resolve the issue. Meanwhile, the visualization for the infographic provides a high-level overview of the declining airplane fatality rate and the low risk associated with traveling by air compared to other means of transportation. Therefore, several visualizations from the internal campaign, such as a bubble chart of fatality across airlines and a bar chart showing the fatality rate in developing countries, were left out as they were irrelevant to the external audience. To ensure public safety, it is vital to remain transparent with the data to avoid biases and manipulation. The statistics and the data used were collected from credible resources. Additionally, each chart was labeled accurately and started at the origin in the x-y plane.