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DSC 640 – Infographic summary

Infographic summary

I used this infographic to lay out 6 fun facts about flying to put the flyer at ease about their travels in an airplane. The first words on the graphic mention that incidents involving flying have steadily decreased since 1995, based on the data analyzed. If the customer reads not other part of the graphic, then at least they will more than likely walk away reading that statistic to put their mind at ease. I also showed fatalities by airline to demonstrate that most fatalities take place in non-domestic airlines. The graph indicates they are more than likely have an incident on an flight in Asia versus here in the United States. I also included a fact that a person is more than likely to die by poisoning than by flying, based on the Readers Digest article referenced at the bottom of the graphic. In the same article, it mentions the probabilities of a doctor being on board the flight as well as a tongue in cheek measure. Another fact that I included is the idea that most Boeing planes include a secondary engine for backup in case anything does happen on a flight. The reason for these facts is that I wanted to back up the data and show the actual probabilities of a fatality happening on a flight here in the U.S. With the data showing decreased incidents every year, this marketing campaign, in conjunction with the data analyzed will show flyers how unlikely it is for a incident to happen on a flight.