

## Blog Post Supporting Document

This blog post was created to distribute to the public in effort to provide them with factual information about airline safety statistics and persuade them to view airline travel as one of the safest methods of travel. As an employee for Alaska Airlines, I presented some of the visualizations with an emphasis on Alaska Airline statistics over other airlines. The colors follow the Alaska Air Group color palette and follow a theme of high values presented with darker colors and lower values presented with lighter colors.

### **Explanation of Visualizations:**

**Visualization 1 & 2:** Depicts that both industry-wide airline accidents and airline fatalities have decreased significantly over time.

**Visualization 3:** Is a line chart presenting the total global airline travel miles over time. This chart demonstrates that there was continued growth during the period of 1985 – 2014.

**Visualization 4:** Is a bubble chart that shows the number of deaths per 100 million travel miles by airline and also by motor vehicle. This chart is used to inform the public that motor vehicle transportation has a higher death rate than any single airline.

**Visualization 5:** Is a bar graph depicting deaths per 100 million travel miles by region of the world. This graph can be used to discern which areas of the world may have increased risk of death for airline travel.

**Visualization 6:** Is a tree map that does not take into consideration number of travel miles, but only represents each airline and area and color are organized by number of accidents. Airline, number of accidents, and number of deaths are all labeled on the tree map.