

Executive Summary Supporting Document

This presentation was created for the executive group within the Alaska Airlines organization to provide information that can be used to mitigate negative publicity against air travel. The colors follow the Alaska Air Group color palette and follow a theme of low-high, light-dark.

Explanation of Slides:

Slide 3: Depicts that both industry-wide airline accidents and airline fatalities have decreased significantly over time.

Slide 4: Is a bubble chart of presenting the number of fatal accidents and number of fatalities for all US owned airlines from 1985-2014. The size and color of the bubble represent number of fatal accidents.

Slide 5: Presents aggregated information of number of deaths per 100 million travel miles. This was determined by taking total travel miles from 2000-2014 for the mode of transportation and dividing it by the total number of fatalities during the same time frame.

Slide 6: Obviously, every seat on every flight is not full, so this visualization shows the number of seat miles flown and the number of seat miles filled. This slide provides valuable information about increases in both demand and efficiency.

Slide 7: This slide present methods of measure financial success. Both yield and RASM play a factor in that calculation. Increases were noted in both measurements over the timeframe, with a slight drop from 2008-2009 due to the economic recession that had repercussions for the airline industry.

Slide 8: Stock price and volume are other methods of measuring financial success of a company. This treemap shows the stock price and volume for each year 2000-2014. Size of the area is determined by stock price, while color of the area is determined by color.