Theodore Koby-Hercsky

07/28/2022

DSC640-T301 2227-1

**3.3 Project Task 4: Infographic**

GitHub: [DSC640-Data-Presentation-Visualization/Airline blog post at main · TheodoreKoby-Hercsky/DSC640-Data-Presentation-Visualization · GitHub](https://github.com/TheodoreKoby-Hercsky/DSC640-Data-Presentation-Visualization/tree/main/Airline%20blog%20post)

The Infographic I created concentrated on airline travel and the safety measures that have went into airlines in the recent years. Throughout this infograph my goal was to draw viewers in that are read and or thinking about flying. As one of the new visualizations I created was a heat map that focused on the fatalities within the United States due to Covid-19 which was used as a ethical concern we had with passengers. Due to the rise in cases in destination states such as New York, Florida, and California as this came as a precaution for viewers as they could decide to maybe travel to a state that is less infected. While the audience was perceived different regarding my infograph as I was trying to convey that Airlines are indeed safe as seen in my funnel chart that focuses on the decrease in accidents throughout the decades with only 20 seen in 2021.

I decide not to share my donut chart with my external audience due to the subject matter being accidents per aircraft type. Which showed commercial airlines taking the brunt of all accidents coming in at 60.89% which could be taken wrong when we see non-commercial flights accounting for only 3.68% of accidents. As this visualization is accurate but can be portrayed as commercial flights posing a high risk for accidents and fatalities. While ethically our team will need to think through our Covid-19 visualizations when presenting as it is a hot topic now and needs to be addressed as this is our largest safety issue in comparison to accidents and fatalities within the airline business. Ethically we as a company need to be honest and admit when flights have been contaminated and passengers have been at risk even if this can cause a PR issue or even cancelled flights. As our company’s number one priority is to provide our passengers with a safe and healthy flight.

**Reference**

Dizikes, P. (2020, January 23). Study: Commercial air travel is safer than ever. MIT News | Massachusetts Institute of Technology. Retrieved July 27, 2022, from https://news.mit.edu/2020/study-commercial-flights-safer-ever-0124

KOENIG, D. A. V. I. D. (2021, March 15). US air travel rises to highest levels yet since pandemic hit. ABC News. Retrieved July 27, 2022, from https://abcnews.go.com/Travel/wireStory/us-air-travel-rises-highest-levels-pandemic-hit-76466659

Halmare, M. (n.d.). Air freight market analysis, update, size, share 2021-2027. Allied Market Research. Retrieved July 27, 2022, from https://www.alliedmarketresearch.com/air-freight-market-A06421

Safety Assurance System (SAS). Safety Assurance System (SAS) | Federal Aviation Administration. (n.d.). Retrieved July 28, 2022, from https://www.faa.gov/about/initiatives/sas

NY-Times covid-19 USA dataset (regular updates). Kaggle. (n.d.). Retrieved July 28, 2022, from https://www.kaggle.com/datasets/imoore/us-covid19-dataset-live-hourlydaily-updates

Haseltine, W. A. (2022, June 16). Is it safe to fly? The National Academy of Sciences, Engineering, and medicine weighs in. Forbes. Retrieved July 28, 2022, from https://www.forbes.com/sites/williamhaseltine/2022/06/14/is-it-safe-to-fly-the-national-academy-of-sciences-engineering-and-medicine-weighs-in/?sh=20ee80a84c32