## Internal Dashboard

The dashboard was designed to provide a quick glance at a few key statistics. The first visualization starting on the top left of the dashboard shows the number of fatalities over the last 30 years. The horizontal bar chart provides a quick and easy view of trends and changes over the years. Color was selected to be demurred to convey the loss of life.

Following, to the left is a visualization to show the comparison of death rates between driving and air travel. Care must be taken to ensure that calculations are performed correctly, and values are aligned correctly. It is important to note that numbers for air travel fatalities are worldwide and ground is limited to the United States of America. This may be worthy of further investigation. Once again effort was made to avoid bright colors while selecting contrasting colors.

The final visualization on the to line is step chart showing the trend of accidents over time. If this area is of interest filters may need to be applied to make it more meaningful as will be discussed regarding the scatter plot.

On the bottom row, the first chart shows the trend of revenue. Financial data are presented in green. Further discussion can be had regarding the best measure to be used for this visualization. Others considered included profits and passenger miles.

The scatter plot shows the relationship between revenue and number of accidents with fatality rates above twenty. The number in this instance was selected randomly. Further study can be done to determine if higher fatality rates influence revenue. The concern is that accidents with higher fatality rates receive more media coverage and may negatively effect revenues. A trend line was added to make the relationship clear.

Finally, a map was added to show areas of higher fatality rates. As mentioned above it may be beneficial to investigate safety for countries individually. Further investigation may be warranted in regard to airline company and country safety ratings.