## Internal Dashboard

The summary is designed to provide an overview of the effect of fatal accidents on company revenues. The presentation is designed for JetBlue executives. The first slide shows the relationship between revenue and accidents or fatalities. The two relationships are provided on a split graph. To show revenue, green dots were used to indicate the data points. A trend line was added to better visualize the relationship. The points are labeled with the year to show the effect of time on the trend.

A similar plot was created for company revenue, comparing it to overall fatalities. This would show the effect of overall perceived safety on the company. Points were made blue to keep to company colors.

A bar chart of the number of events was included to show companies standing in relation to other airlines. Highlighting the companies name, and fading other data was done to draw attention to company of interest.

Another scatter plot with relationship between fatalities and percent change for company was included to determine if there may be any effect on revenue. Although the effect of time is not as pronounced and fluctuates more, there still does not appear to be a negative effect from fatality rates.

The line graph serves both, to show the company’s performance over time with the amount of mile flown and overall standing. This is also helpful when comparing safety numbers for amount travelled.

Finally, two maps are included showing the number of fatalities within the area serviced by the company. This can help illustrate safe zones. Both for use internally if there may be areas worth avoiding when considering future routes and for advertising purposes.