# Infographic

The infographic was designed to follow the story line told in the blog post. The infographic focuses on the three main points brought up in the post.

1. Flying is safer overall than it ever was. Fatalities continue to decrease by any measure.
2. JetBlue is a safe airline. A perfect record with no fatal incidents.
3. The countries serviced by JetBlue are statistically safer than overall.

Each one of these points are displayed using a couple of visualizations and brief text to illustrate the point. The top of the visualization starts with the first point. The line graph for deaths per 100 miles shows clearly the drop-in fatality rate. This further emphasized by the percent improvement to make it clear without having to read the fine details of the graph. The more straight forward bar graph, of fatality counts continues this theme, the focus on the worst year and recent years draws attention to the relevant data points. Following this are graphs showing JetBlue’s market share and no fatal incidents. The text explains that JetBlue is the second largest airline with zero incidents. Placing this group of visualizations second, besides for following its logical order, has the benefit of placing the large 0 in the middle of the whole graphic. The final cluster focuses on the last point. The map makes it easy to see where the majority of incidents are located. The pie chart quickly visualizes the comparison for the percentage located in the area of interest.

Designing an infographic for the general population led to focus on visuals that are simple and directly tied to the story line. Supporting graphs such as rise in airline travel that was included in the blog post would complicate the infographic and require to much explanation. Obviously charts regarding revenue while of high interest for internal reviews are not relevant for the general audience.

Whenever choosing data to display careful consideration must be given that the data tells the full true story. This is an important consideration when selecting slices of data and removing certain data points. Furthermore, since this visualization is designed for the public and there is little room for explaining the data extra care must be taken that all visuals are clear. This format leaves little room for clarification and needs to be able to trust the viewer to draw the correct conclusions.