



**DSC 640 Data Presentation &
Visualization
Spring 2021 Semester**

Milestone 2a: Support Documentation

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Problem Statement

Your dashboard was well received by the internal team and while some of the information was news to everyone, the entire consensus was that it is ready to be prepped for an executive review, so the external communications can be started. Your next task is to prepare an executive summary summarizing your findings and telling the story of what you found. This can be done either in PowerPoint, Prezi, Spark, etc.

Remember your audience – these will be senior leaders that care about the portrayal of the industry and their airline specifically. They also want to make sure they are being ethical and sharing information that isn't misleading. This presentation will set the tone for how the media is addressed going forward with the information and facts that need to be shared. Also remember that this audience regularly speaks with shareholders – so any information you can find to help predict future risks and the position of the company will be beneficial to the conversation. For example, if you found information that indicates where future sales will be impacted or where there are safety risks – this is important information to raise to this group.

Response

I have divided the presentation into two sections. The first section talks about how the airline travel is safer than the auto travel. The second section talks about how the revenue and ridership continues to grow, thus depicting a growth in the industry.

We can see the airline safety charts in the first slide which compares the fatalities over the period from 1985 – 2014 for both the air transport and motor vehicles. We find that the air fatalities are much smaller compared to fatalities due to motor vehicle.

If we look at the next slide, we compare the air fatalities during the periods of 1985-1999 and 2000-2014, and we see that the fatalities have halved.

Further in the third slide, we see which are the top 10 riskiest airlines by ASK. We can easily see that none of them are domestic airlines. So, we can say that the risk with domestic flights is further lower compared to flights from other regions. This could be related to more stringent quality checks in domestic flights.

If we look at further slides, where we talk about passenger count and revenue by year. We can clearly view that both operation revenue and number of passengers have increased over the most recent years with a marked downward spike in 2020. This downward spike can be attributed to Covid-19 causing lockdowns, limited air travel, and countries to close borders.

Further slide show that domestic flights are the ones with most ASK and hence the industry overall seems to be growing and people have confidence on airline safety.

References

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GitHub link: <https://github.com/abhighyanmisra/dsc640/FinalProject>