Student: Alan Danque
Class: DSC 640
Professor: Anthony Armstrong
Git repository: https://github.com/adanque/DSC640/tree/master/Task3-BlogPost

Fictious Airways – Committed to flying safer.

Fictious Airways is a world class airline serving domestic and international flights around the globe. To and from destinations including but not limited to the United States to Europe, Asia, and Africa. In the recent months, Fictious Airways has been faced with a sudden decline in air travel due to customer churn as safety concerns became paramount after a report of historical airplane crash fatalities has been made public. The result of this decline has caused massive layoffs and service routes to be reduced. To immediately remedy the problem, Fictious Airways decided to analyze their planes and found a list of planes with historically low survival rates below 60%. Fictious Airways also found that some of these planes we more than 50 years old. To improve their current overall survival rate of 50% they decided to decommission all aircraft with a survival rate of less than 60%. With this reduction, Fictious Airways survival rate score increased to 67%. Thereby improving passenger survival should there be any future possible aircraft crashes.

To improve customer relations, Fictious Airways decided to release all information related to their plan "as openly available" to all customers and investors. To share the good news, Fictious Airways devised a blog that displayed important information that story boarded the steps of their analysis and outcome. They used a story board tactic of 3 phases, with the first setting the stage of Fictious Airways as a world class Airline. The second to present the problem they are faced with being the reduction of customer flights due to client safety concerns. And the third being their analysis and their resulting actions to improve their service. Fictious Airways built their post as an infographic blog indicating when the reduction of flights occurred comparing with the months in the year prior and the current months leading to and after the air travel reduction with a red arrow pointing to the low months. It also displayed a global map identifying the amounts of crashes broken down by the model aircraft. To break down more information into the aircraft analysis, Fictious Airways displayed a horizontal bar graph that compared the aircraft model crash fatalities in dark blue with the number of survivors in a lighter blue indicating the planes identified to be decommissioned. To display the number of crashes by plane, Fictious Airways used a donut chart listing the breakdown by aircraft model and listing the total number of crashes for all planes in the middle of the donut chart. Just below the donut, is a bar graph displaying the ages of each of the aircraft models with a note on the ages of the planes and a note stating that the age of the aircraft was found to affect the survival rates. To show more on the survival rate analysis, Fictious Airways displayed a table listing each aircraft model associated with the survival rate as a percentage with a total current survival rate meter below it. It emphasized on the three aircraft with lower than 60% survival rates by using dark red cells and red arrows to highlight them. Also noted is a meter gauge displaying the improved survival rate

after having decommissioned the three planes with a lower than 60% survival rate. To the right of the meters, Fictious Airways listed specific statistics of each plane identified to be decommissioned so to make it very clear why these planes were selected for removal from service. Fictious Airways believes by being completely visible in their research and analysis in conjunction with their actions to increase survival rate, that their customers will feel safer to fly Fictious Airways.

Source:

https://docs.google.com/spreadsheets/d/1SDp7p1y6m7N5xD5_fpOkYOrJvd68V7iy6etXy2cetb8/edit#gid=1448957446

Supplemental Sources:

https://data.bts.gov/

https://data.bts.gov/browse?category=Aviation

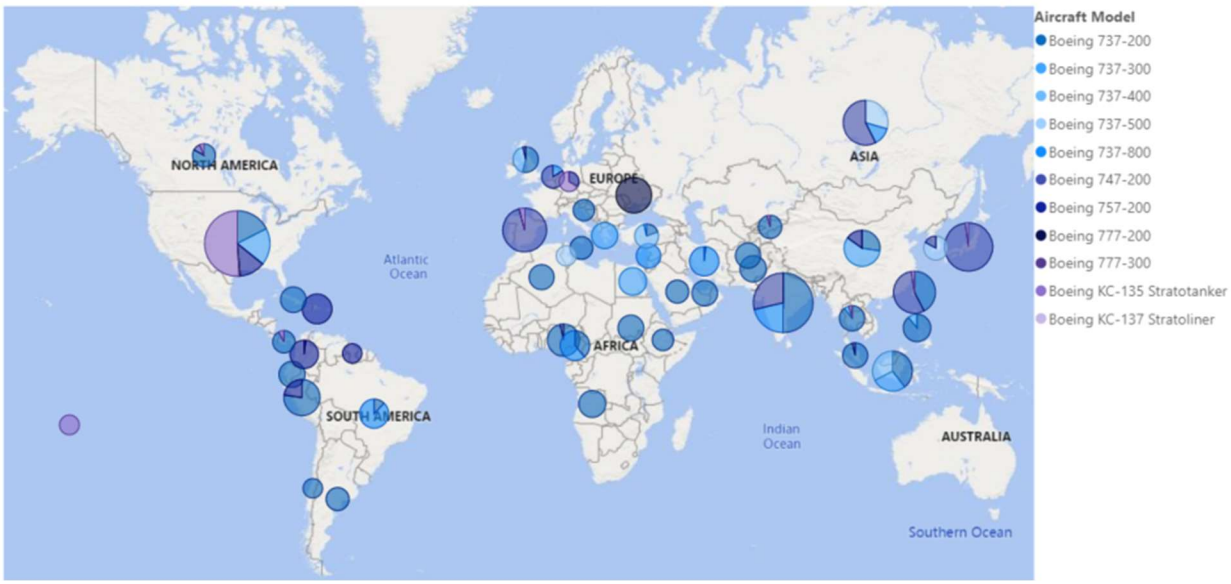
https://data.bts.gov/Aviation/Commercial-Aviation-Departures/bpqk-hyst

http://www.baaa-acro.com/crash-archives

Blog Project Assets:

Fictious Airways

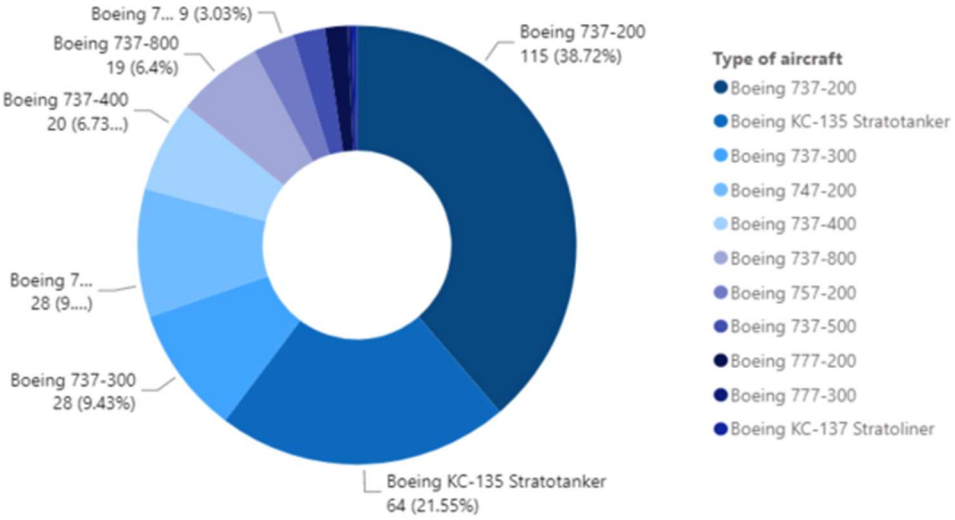
Visuals

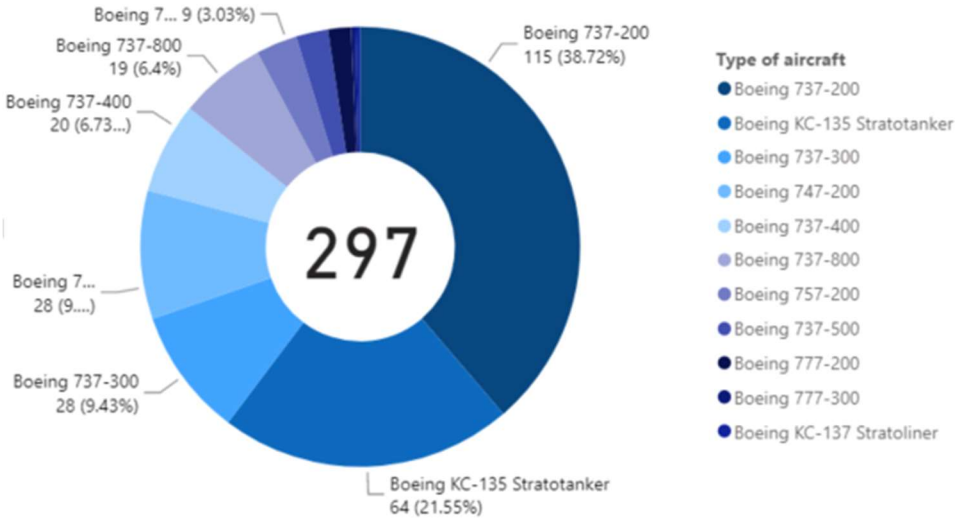


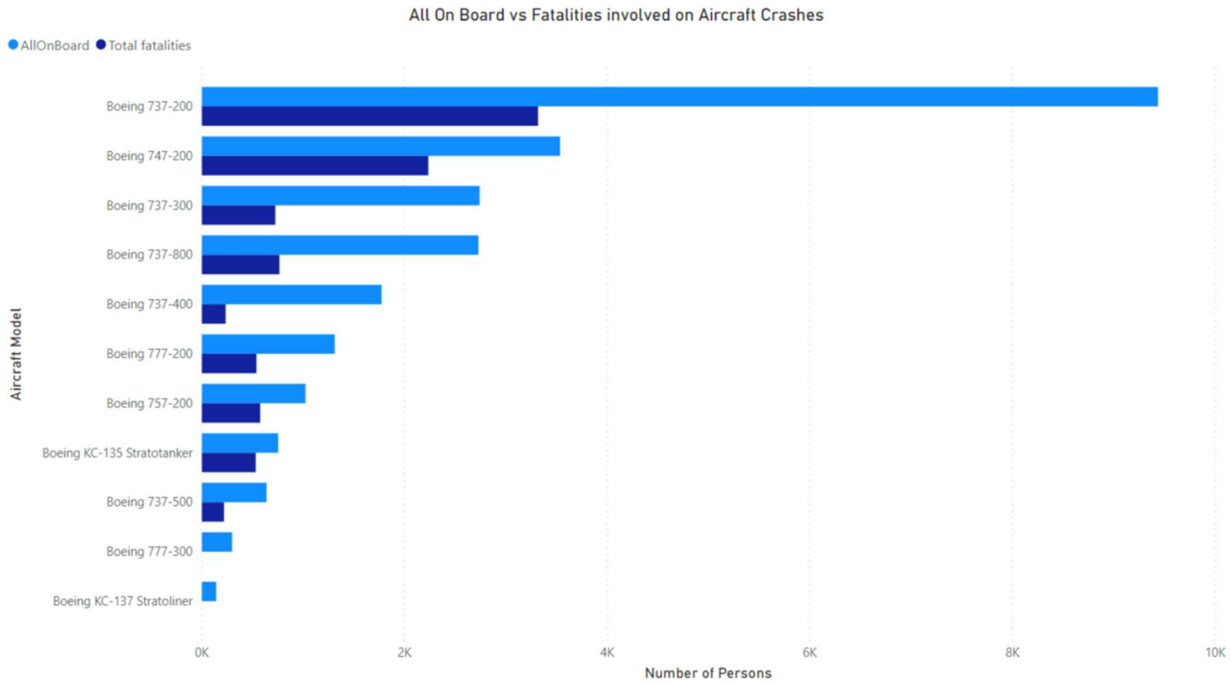
Aircraft Crash Counts

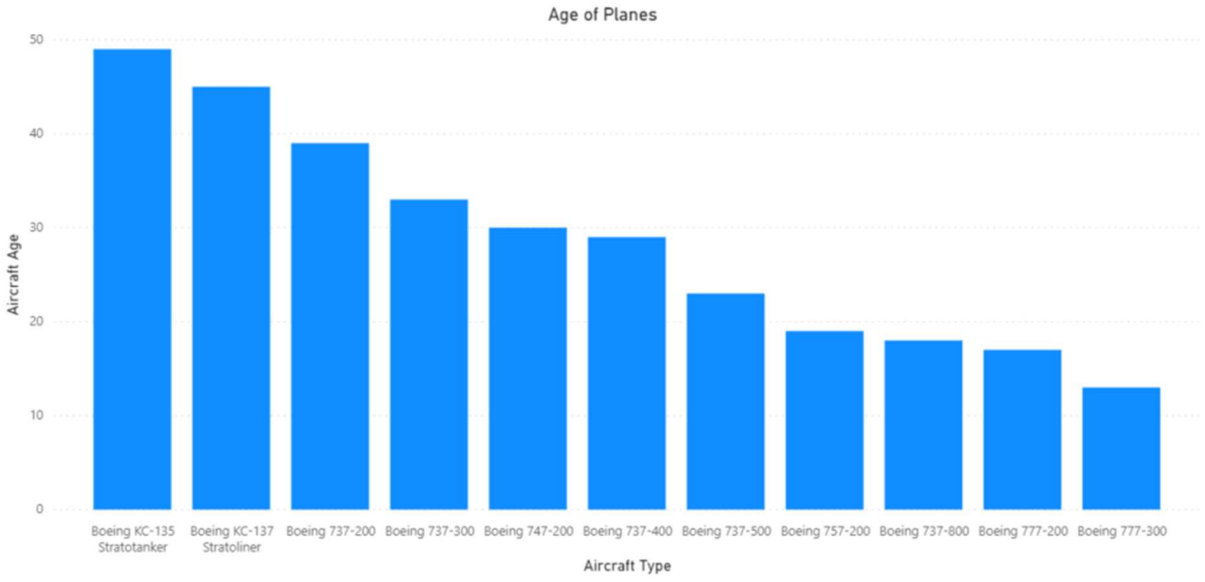
Aircraft Model	Crash Counts
Boeing 737-200	115
Boeing KC-135 Stratotanker	64
Boeing 737-300	28
Boeing 747-200	28
Boeing 737-400	20
Boeing 737-800	19
Boeing 757-200	9
Boeing 737-500	7
Boeing 777-200	5
Boeing 777-300	1
Boeing KC-137 Stratoliner	1
Total	**297**

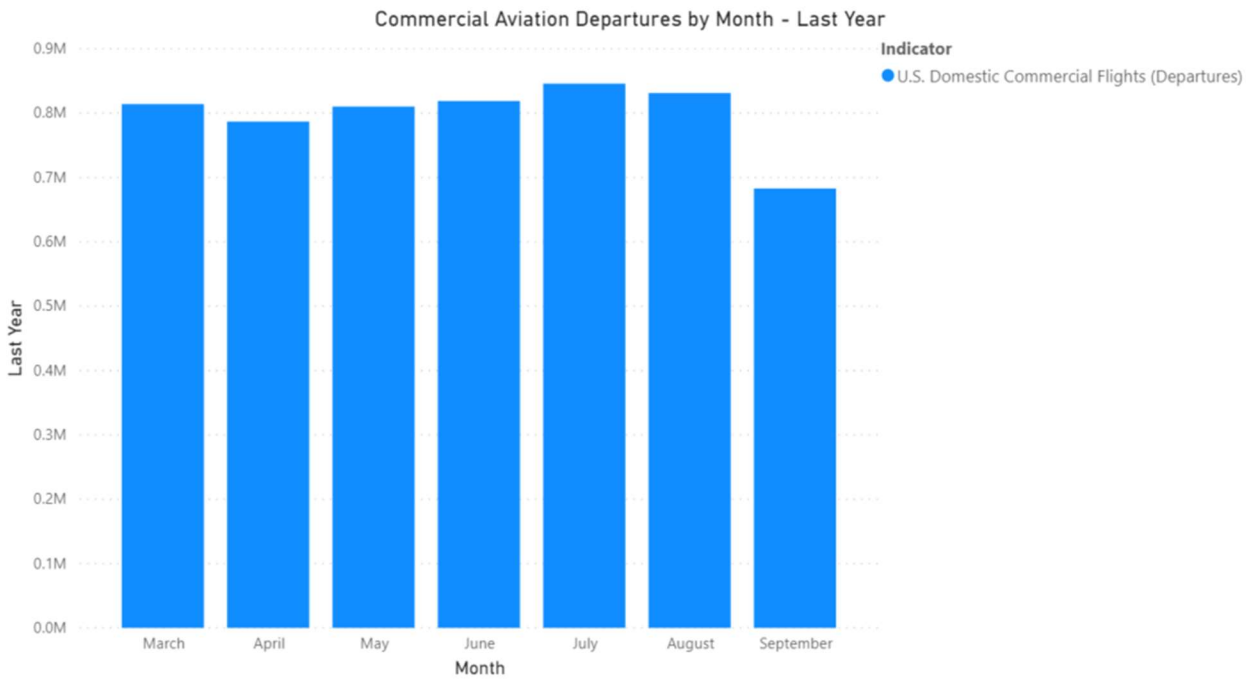
Fictious Airways - Aircraft Involved Crash Counts

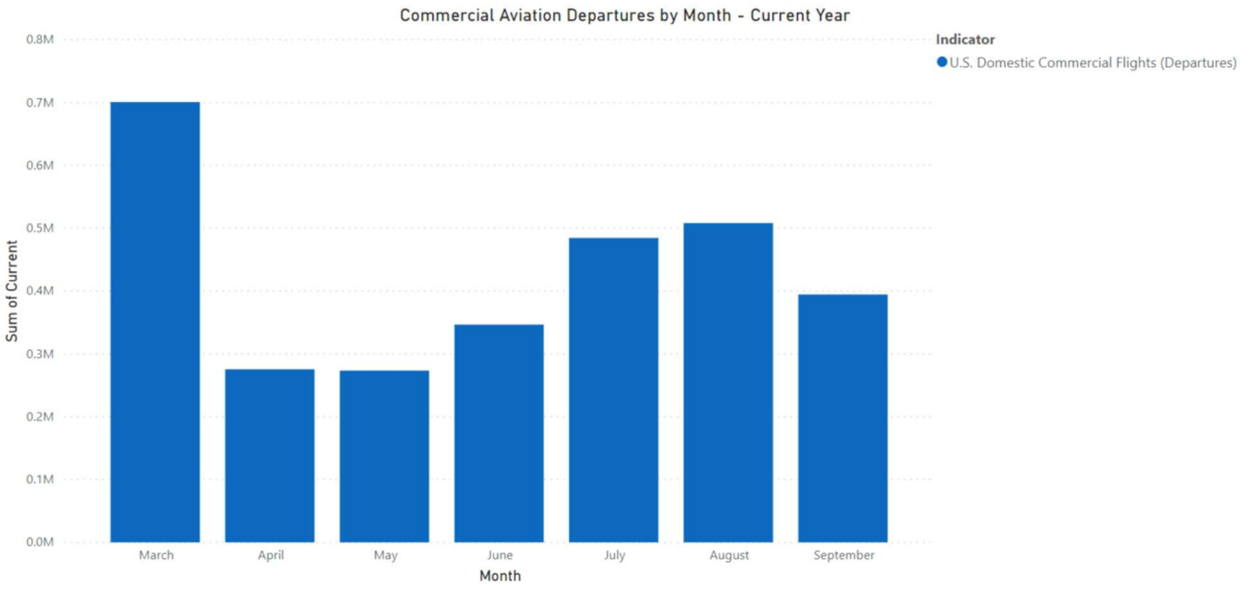





All On Board vs Fatalities involved on Aircraft Crashes
AllOnBoard
Total fatalities
Boeing 737-200
Boeing 747-200
Boeing 737-300
Boeing 737-800
Boeing 737-400
Boeing 777-200
Boeing 757-200
Boeing KC-135 Stratotanker
Boeing 737-500
Boeing 777-300
Boeing KC-137 Stratoliner
Aircraft Model
0K
2K
4K
6K
8K
10K
Number of Persons

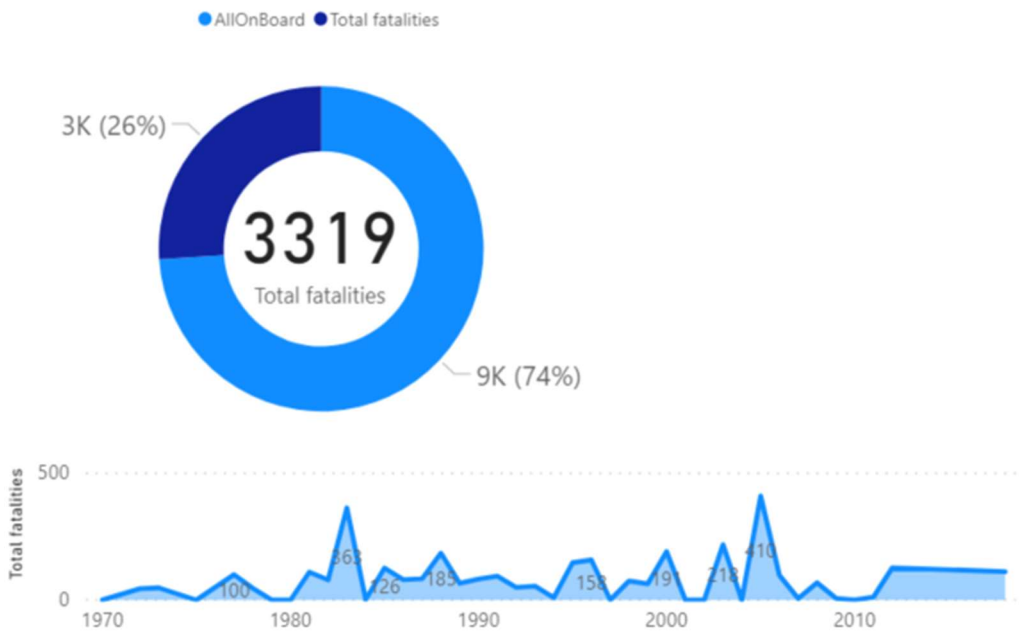

Age of Planes
50
40
30
20
10
0
Aircraft Age
Boeing KC-135 Stratotanker
Boeing KC-137 Stratoliner
Boeing 737-200
Boeing 737-300
Boeing 747-200
Boeing 737-400
Boeing 737-500
Boeing 757-200
Boeing 737-800
Boeing 777-200
Boeing 777-300
Aircraft Type


Commercial Aviation Departures by Month - Last Year
Indicator
U.S. Domestic Commercial Flights (Departures)
Last Year
0.9M
0.8M
0.7M
0.6M
0.5M
0.4M
0.3M
0.2M
0.1M
0.0M
March
April
May
June
July
August
September
Month

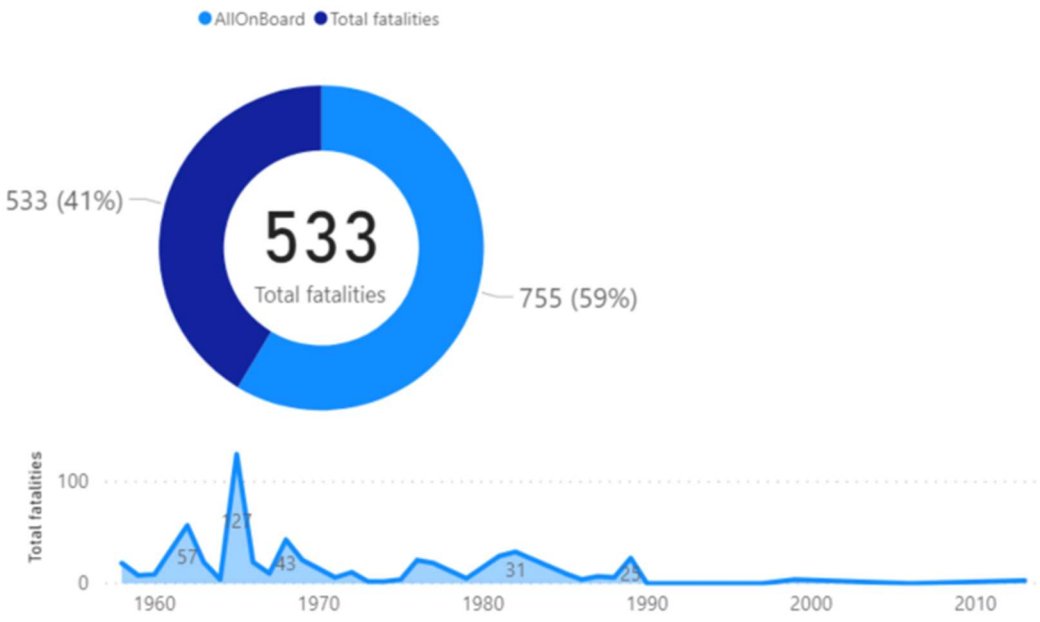

Commercial Aviation Departures by Month - Current Year
Indicator
U.S. Domestic Commercial Flights (Departures)
Sum of Current
0.8M
0.7M
0.6M
0.5M
0.4M
0.3M
0.2M
0.1M
0.0M
March
April
May
June
July
August
September
Month

Aircraft Statistics

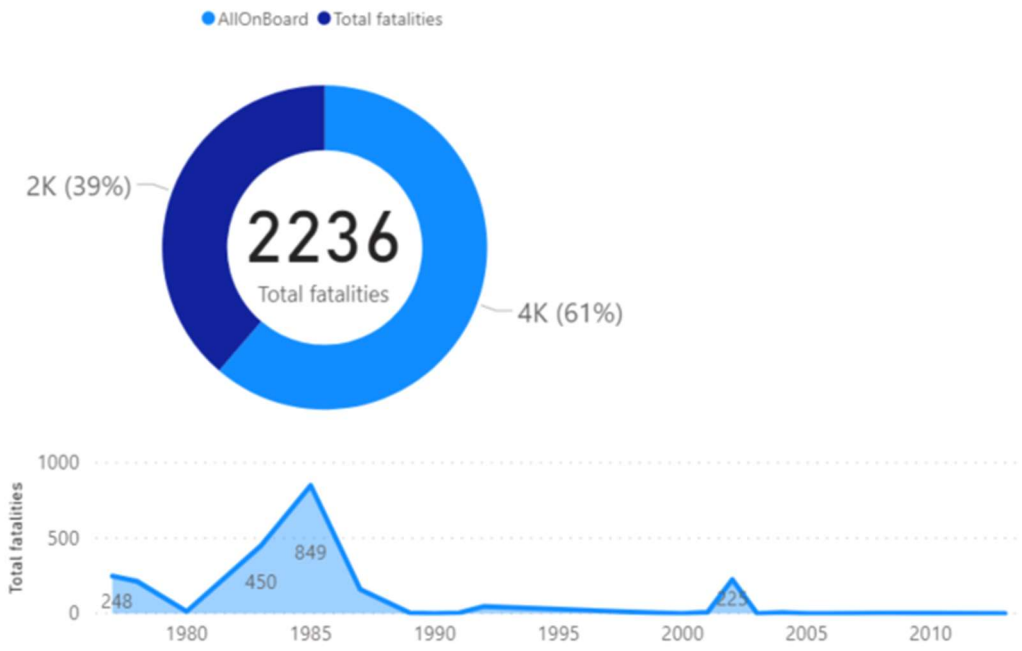
737-200



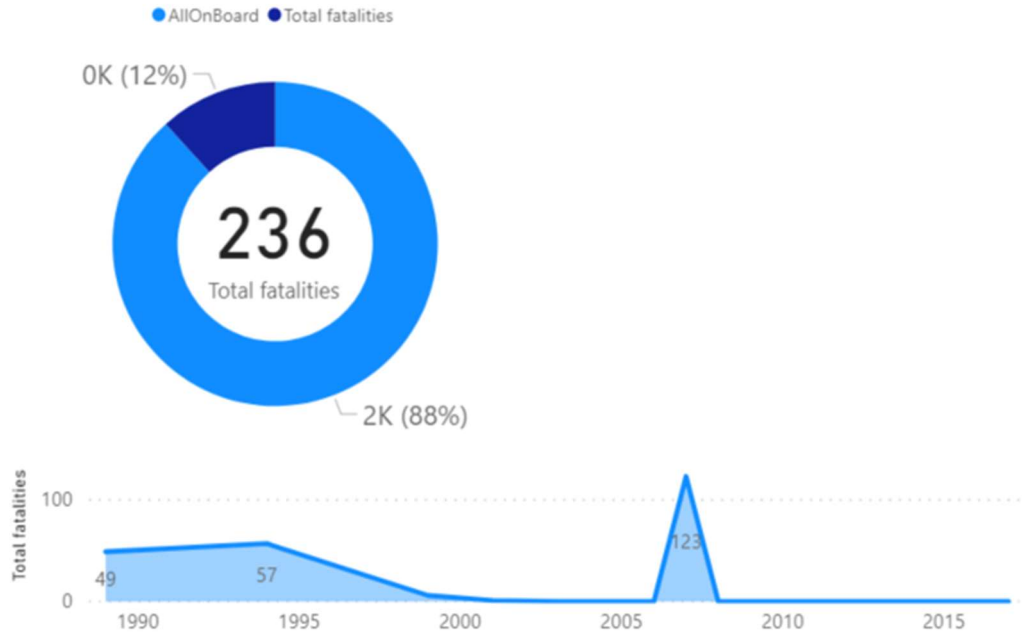
KC-135



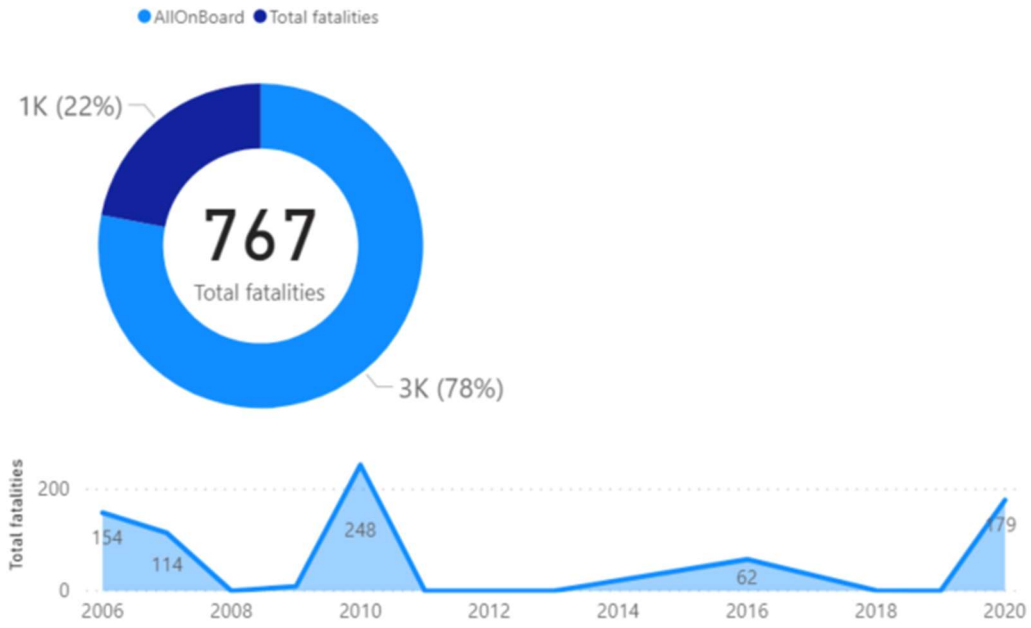
747-200



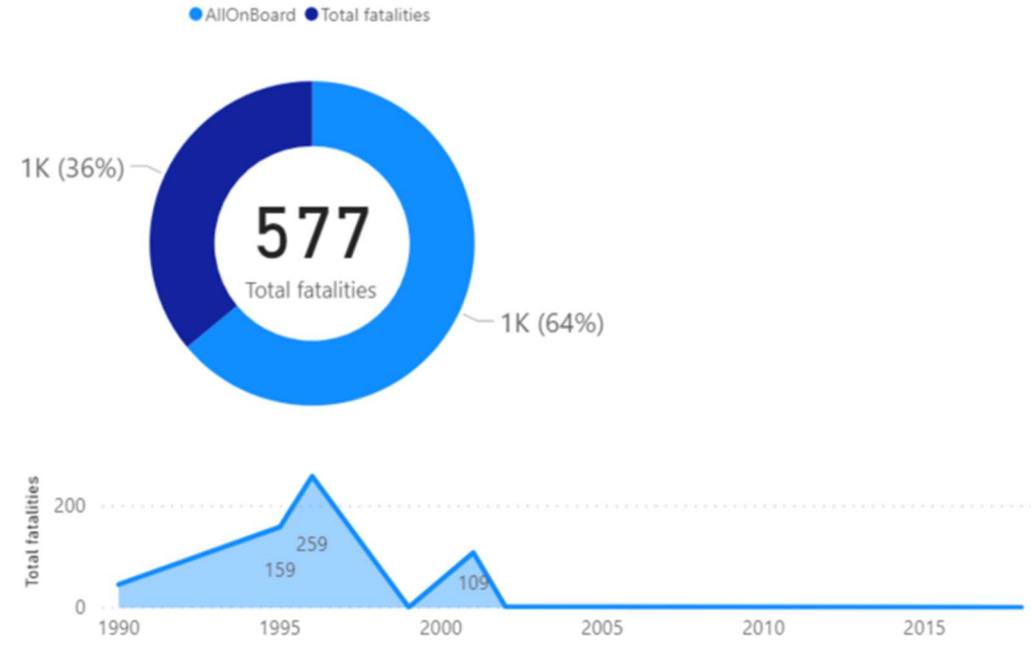
737-400



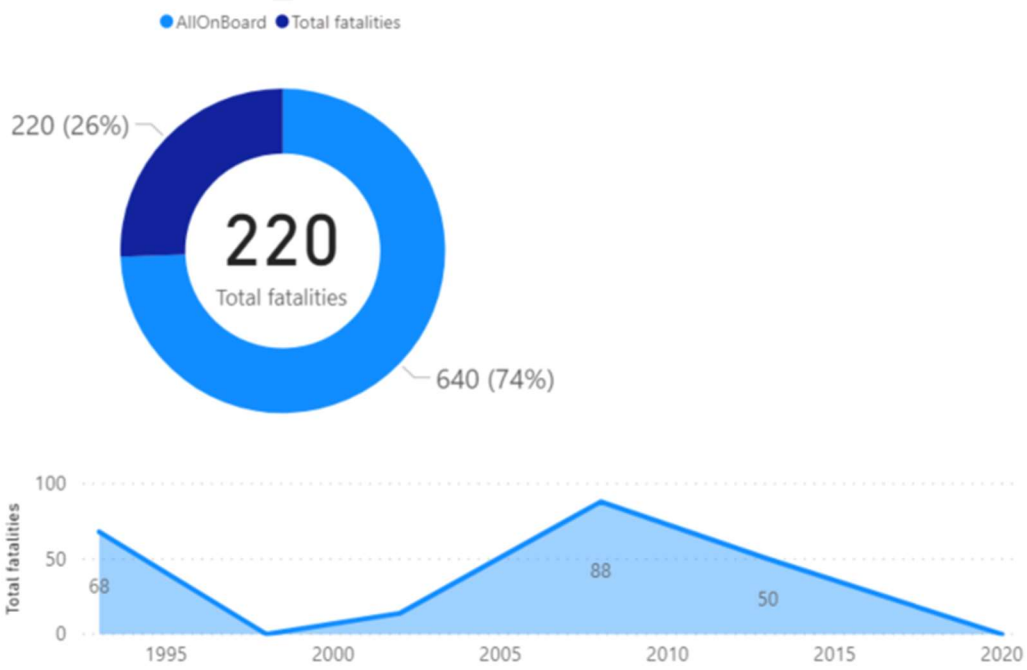
737-800



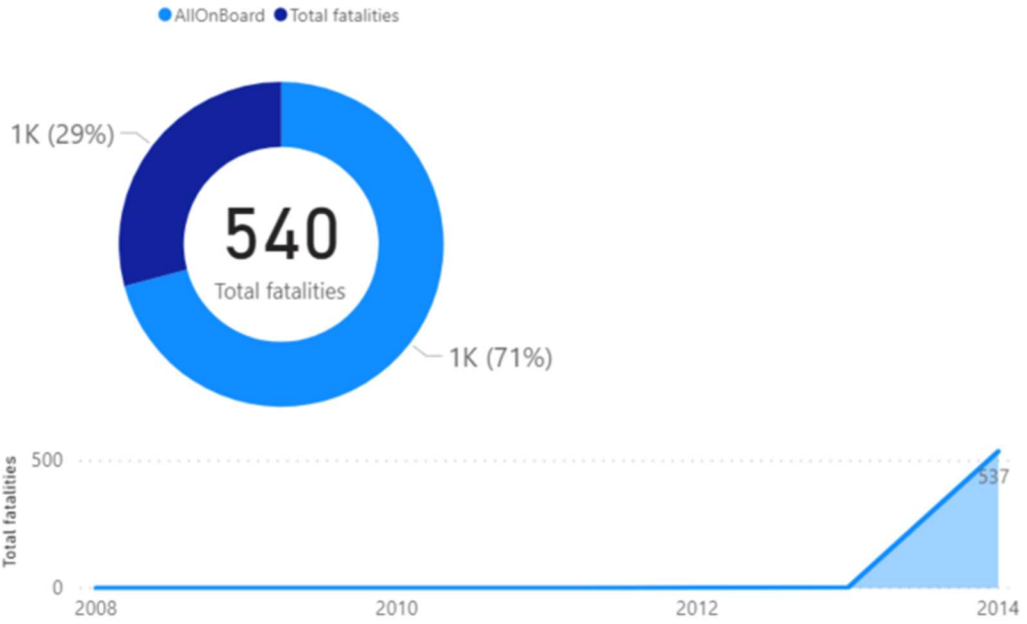
757-200



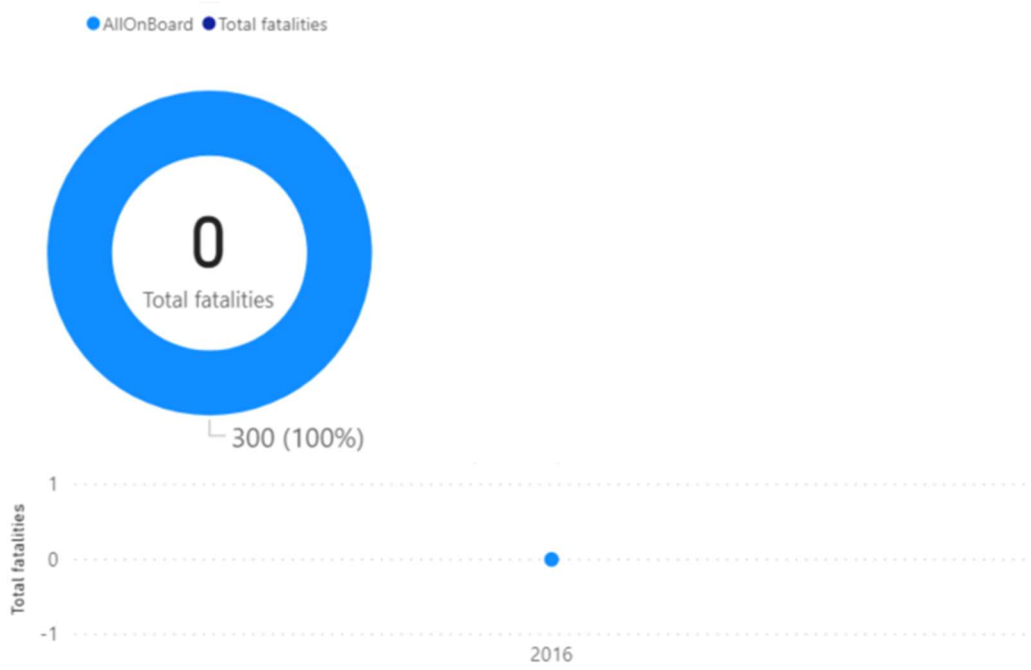
737-500



777-200



777-300


AllOnBoard
Total fatalities
0
Total fatalities
300 (100%)
1
0
-1
Total fatalities
2016

KC-137


AllOnBoard
Total fatalities
0
Total fatalities
143 (100%)
1
0
-1
Total fatalities
2013

Type of aircraft	Average of Survival Rate
Boeing 777-300	1.00
Boeing KC-137 Stratoliner	1.00
Boeing 737-400	0.85
Boeing 737-300	0.75
Boeing 737-800	0.68
Boeing 737-200	0.61
Boeing 737-500	0.60
Boeing 777-200	0.60
Boeing 757-200	0.29
Boeing KC-135 Stratotanker	0.19
Boeing 747-200	0.12