Airline Safety and Improvement – Infographics Summary

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Milestone 4: Airline Safety and Improvement – Infographics

I have used Canva software to create infographics. I have considered the primary goal to show that airline is the safest mode of transportation among others. This infographic takes a strong approach why flying is safer, covering all the perception.

Why did you choose the visualizations you did?

- **Chart 1 – Worrying about air accidents**

  Here, I have used continuous bar and line charts to show the total number of airline accidents and fatalities since 1945. I would want to show that trend is declining over the years.

- **Chart 2 – Air Travel Safety**

  I have created bar chart to show the total number of air incidents and fatal incidents between 2 periods (1985-99 and 2000-14) to show the count is decreasing in the recent period compared to the earlier period.

- **Chart 3 – Airline Revenue and Profit**

  I have continuous bar and line charts to show the increase in revenue and profit for the airline business.

- **Chart 4 – Fights Takeoff**

  I have used heat map to show increase in flight takeoff over the years. There is a decrease in count for 2020 and 2021 due to Covid-19 impact

- **Chart 5 – Passenger Enplanement**

  I have used area chart to show the passenger enplanement count over years. The trend shows the count is increasing except 2020 which is impacted due to Covid-19 restriction.

- **Chart 6 – Transportation Spectrum Enplanement**

  I have used bubble chart to show the death rates for different types of transportations. The death rate is high for passenger road vehicles and least for Airline

How was this audience different than the internal teams? What did you choose not to share with the external audience?

For internal campaigns, some of the datasets and the corresponding charts specific to the company are used. However, those charts are not shown in the blog, since common people who are

standing in the line or mobile users are our primary readers. No complex charts are used in the blog in contrast to those used during the internal campaigns.

The primary goal of the infographic is to convey that air travel is safest to use and make awareness to the common people. No complex pieces of information in terms of words are used in the infographic.

What are some ethical considerations you need to make sure to think through when presenting to the public and with images vs text/audio?

The following are some of the ethical considerations handled when presenting to the audience.

- No sensitive data like PII (Personal Identifiable Information) or customer information is used in the analysis
- No confidential data related to any airline company is used in the blog. All the datasets used in the analysis are extracted from public websites
- The infographic is not forcing anyone to use air travel for the transportation. Rather, it just provides the suggestion and recommendations that airline travel is safe only and people can voluntarily decide.
- No copyright images were used in the infographic. Also, images used in infographic aren't manipulated and are presented factually.

Reference:

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

https://www.nhtsa.gov/

https://financesonline.com/number-of-flights-worldwide/