Kesav Adithya Venkidusamy

Bellevue university - Master of Science in Data Science

Course Name: DSC5640-T301 Data Presentation and Visualization (2227-1)

Assignment: Term Project Milestone 3 (Week 5&6)

Instructor: Dr Catherine Williams

Due Date: 07/17/2022

Milestone 3: Airline Safety and Improvement – Blog Post Summary

Blog Post Link: https://adisivam.blogspot.com/2022/07/is-airline-travel-still-safe.html

Why did you choose the visualizations you did?

- **Figure 1 - Chart showing Total number of flight accidents and fatalities since 1975**

  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.

- **Figure 2 - Chart showing Air incidents between 1985-99 and 2000-14**

  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.

- **Figure 3 - Chart showing total number of auto accidents and fatalities in US**

  I have created vertical stacked bar chart to show the total number of auto accidents and fatalities since 1945 to show trend. The chart shows the count is more or less same across the years.

- **Figure 4 –Chart showing comparison of total number fatalities between road and air travel**

  I have used multiple line chart to show the comparison of auto versus air fatality count over the years. The chart shows air fatality count is way less compared to auto fatality.

- **Figure 5 – Chart showing passenger enplanement count over years**

  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.

How did this information differ from previous internal campaigns? What were your overall findings?

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 public is 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 blog is to convey that air travel is safest to use and make awareness to the people. Recommendations to increase the profit for the company has been suggested in the previous

internal campaigns, but this blog post primarily focused on why air travel is the safest mode of transportation compared to others.

What ethical considerations came up when presenting to this audience or while you were doing your research?

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 blog is not forcing anyone to use air travel for the transportation. At the same time, the blog is not suggesting that auto transportation is unsafe. Rather, it just provides the suggestion and recommendations that airline travel is safe only and people can voluntarily decide.