

## Task 2 – Executive Summary

*Disclaimer: I approached this project as if I were an employee of JetBlue.*

**Design Methodology.** The color used for my presentation was based on JetBlue's color palette (Oxford Blue and Crayola's Bright Yellow). Oxford Blue was used as the background color for each slide and Crayola's Bright Yellow was used as an accent in several charts.

**Slide 1.** Due to recent crashes, the airline industry is receiving negative publicity. News and media outlets have made claims that air travel has become extremely dangerous, using misleading statistics. Despite these claims, airline safety trends prove it remains the safest way to travel. However, these claims have the potential to hurt the entire airline industry, by reducing the overall demand for air travel and sales.

As a result, the future of JetBlue could be at risk. Using data, I will provide evidence that shows airline safety trends continuing to improve. I will also show how JetBlue compares with our top competitors. With JetBlue's stellar safety record, we have the opportunity to *bring humanity back to air travel* (JetBlue's mission statement) by presenting our findings to public and the media.

**Slide 2.** Looking at all aircraft accidents from 1970 to 2020, we can observe a downward trend for both. Furthermore, we can forecast a continued decline in accidents over the next 10 years. Between 1994 and 2018, vehicle fatalities have stayed above 32K, showing no sign of declining. Therefore, we can see there is greater risk associated with car accidents than airplane accidents.

**Charts:** I thought line plots were best to show this data as it involved data over a period of time.

**Slide 3.** The total accidents and fatal accidents for JetBlue and our top competitors: Alaska, Allegiant, American, Delta, Frontier, Hawaiian, Southwest, Spirit, and United from 1936 to 2020. Though there have been an increased number of accidents in the later years (2008 and onward), there have only been two fatal accidents since 2001. Both occurred in 2018 and, of the 86 accidents, two were fatal. On April 17, 2018, Southwest Airlines Flight 1380 experienced engine failure, causing fan cowl components to strike a cabin window. A passenger sitting near the window was killed. The other 148 passengers survived. Then on August 10, 2018, an airport ground-service employee stole a Horizon Air (owned by Alaska Airlines) plane. He was the only passenger onboard and died after a deliberate descent to the ground.

**Charts:** I chose to use a stacked line chart to compare fatal accidents with total accidents. I used a lighter color to represent fatal accidents to highlight how few there were after 2001.

**Slide 4.** The total accidents and fatal accidents for each airline from 1936 to 2020. Starting operation in 1999, JetBlue is the youngest of the ten airlines. In our 21 years of operation, we have experienced one accident. On March 25, 2016, Flight 29 from Washington, DC, experienced a component failure within the nose landing gear operating system. A successful emergency landing was performed at Lynden Pindling International Airport, Nassau. None of the passengers were injured.

**Charts:** I used bar plots to show the differences between each airline. I used grey to represent our competitors and Crayola's Bright Yellow to represent JetBlue.

**Slide 5.** In these past 18 years (2002 to 2020), JetBlue has found its place in the airline industry. We have surpassed Alaska, Spirit, Frontier, Hawaiian, and Allegiant in terms of flights and passengers carried. While Southwest, American, Delta, and United continue to dominate, our numbers have continued to increase each year. Unfortunately, the entire airline industry was negatively impacted by the COVID pandemic. We can see this impact by how drastically our flights and passengers carried were reduced in 2020. Flights were reduced by 62% and passengers carried by 72%.

**Charts:** I used a combination chart to show how the number of JetBlue flights and passengers changed over time, with a bar chart indicating total flights and a line chart indicating total passengers.

**Slide 6.** Starting in 2009, our net income showed annual increases until 2017, where we hit our peak of \$1.15 billion. Since our peak, our net income has remained lower than it had been since 2014. These trends, partnered with the negative publicity brought on by the media, should raise concerns about the future of JetBlue. It is important to publish the truth about air travel safety and make the stellar safety record of JetBlue known.

**Chart:** I used a bar chart to show the changes in net income, with green representing positive income levels and red representing negative income levels.

### Sources

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