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DSC640 - Week 3.3

Professor Schneider

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# Airline Safety Executive Summary Supporting Documentation

According to Harvard Business Review, every airline claims to value passenger safety above and beyond everything else. What happens when airlines have to balance the conflicting variables with their financials and life cycle of the planes and hardware? Interestingly, it was found in the same research that financially struggling airlines are the most willing to spend more on safety. Why is this important to the executive summary? It is important because airlines profits depend on their safety and not having an issue to cause a scandal. The less safe the passengers feel they are, the less likely they will buy tickets for the airline and the airline will not be profitable.

In this executive summary and attached Powerpoint, my focus was on overall airline safety as well as a look into Turkish Airlines. Utilizing treemaps in the first two slides we can see that the fatalities and incidents by airline are low for Turkish Airlines. The reason treemaps were used were due to the number of data categories and values, this visualization allowed us to easily convey the message to the executives. Next, I used stack area charts to show that the incidents and fatalities over time have been dropping. I used cool colors to show positive message and not an alarm or alert. By using the stacked chart, I was able to show side by side that airlines are only increasing in safety as discussed.

A horizontal bar chart was then used to provide transparency that the reason Turkish Airlines was safe was not because no one was flying with them. This chart shows the kilometers of seat availability summarized by week. It is clear that Turkish Airlines is in the middle of the back and are carrying a sufficient number of passengers. This also drives in the confidence of safety of the airline from the passengers. The final visualization was supplemental data to show the leading causes of death in the United States, with “All Causes” filtered. It can be seen that heart disease and cancer are much larger and more dangerous issues than airline safety.

In conclusion, it can be seen that commercial air travel is safer than ever which is demonstrated through the data from Harvard business review and this executive summary. This presentation should reassure executives that the money that they are investing in safety is have a positive return on investment. They should continue to invest in safety and fleet operation and maintenance in order to be successfully. To date, there is a growing positive impact on both the specific airline and industry.

**Github Link:** [alarosa569/DSC · GitHub](https://github.com/alarosa569/DSC)

**Citation**

Greve, H. (2019, March 21). Research: Why Struggling Airlines Spend More on Safety. Retrieved January 24, 2021, from https://hbr.org/2019/03/research-why-struggling-airlines-spend-more-on-safety