It is clear, given the statistics, that flying is still safer than driving. Misinformation was spread in 2014 following the downing of Malaysia Flight 17 and the disappearance of Malaysia Flight 370 (Silver, 2014). Although 2014 was a bad year for the airline industry, so was 2001, 2008, and now 2020. Historically, however, it has taken the industry about three years to recover. The impact of the events of September 11, 2001 were devastating to the airlines. The 2008 Recession caused fuel prices to soar, affecting the airline industry (US DoT, 2012). The mass media coverage of the Malaysian flights in 2014 impacted air travel. The current pandemic is certainly impacting air travel more than ever right now.

Automobile fatalities have far outnumbered airline fatalities for years. As you can see, only 1% of travel fatalities were attributed to air travel. There has been a steady decline of fatalities from air travel since 1985. Airlines have always sought continual improvement in safety, resulting in the overall decline in fatalities throughout the years. In contrast, auto fatalities did not start to decline until 2006. Halsey (2012) attributes this decline to "several factors, including increased use of air bags, seat belts and other vehicle safety features, improved roadway designs, and increasing awareness of the perils of driving drunk." Crashes from other airlines are damaging reputations across the industry. Aeroflot incidents far exceed other airlines with 82 fatal crashes since 1985. In more recent years, our company continues to be impacted by the failure of other airlines, such as Malaysia Airlines.

The airline industry has bounced back before, and it will bounce back again. Although the airline industry is impacted by another world event, we will recover, as we have done in the past. Looking at historical airline revenue, you can see that United Airlines bounced back faster

than other airlines. I recommend we institute a similar recovery plan to ensure our revenue soars

faster than our competitors. We need to get the word out that our company is safe.

In the creation of this presentation, I used the following design methodology. I

standardized titles and text for each visualization, focusing attention to the visualization itself.

For air and auto comparisons, I chose a light, bright blue to represent air travel, while choosing a

darker blue for auto travel. I opted to combine air and auto fatalities on the same chart, to

highlight the steady decline of air against the late, sharp decrease for auto fatalities. I used color

as a preattentive attribute to match data labels to trend lines. I highlighted Aeroflot bar to draw

the audience's attention to the most dangerous airline. I added milestone markers to the Revenue

chart to highlight world events affecting the airline industry, while removing the Passenger

counts that did not add value. I used a stacked area chart to show revenue changes for individual

airlines, opting to remove the legend. I also removed the red that was used by default, opting for

green and including the label for the airline showing the quickest recovery.

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