It is clear, given the statistics, that flying is still safer than driving. The original claim came in 2014 following bad press due to the downing of Malaysia Flight 17, following 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. The airline industry has bounced back before, and it will bounce back again.

In the creation of this dashboard, I used the following design methodology. I chose shades of blue, so colors would not be a distraction. I opted to combine Sales (Passenger) and Revenue since they follow a similar trend line. I chose to keep gridlines on the Sales/Revenue chart since I used a dual axis. I also used color as a preattentive attribute to match data labels to trend lines. I removed legends and labeled data directly on line and donut charts. I decided to keep the legend when comparing eras but moved it to appear as an axis label, keeping consistent colors in bar charts. I used bold as a preattentive attribute to draw attention to the headlines. Most data labels were removed, leaving only totals for bar charts, in lieu of axes. I considered position when setting graphs on the page, placing the visualizations with stronger headlines first, in a zigzag pattern. I removed legends, labels, titles, axes, and grids where I did not think they were required.

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